- B0525-3 (a)(4) -

# ARBITRON RATINGS

## TELEVISION

# 1982-1983 Universe Estimates Summary

This report contains ADI, Population and Television Household Estimates.

ARBITRON RATINGS COMPANY
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# 1982-1983 UNIVERSE ESTIMATES SUMMARY

ARBITRON TELEVISION

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# Introduction

## CONCEPT

*The Arbitron Television 1982-83 Universe Estimates Summary, compiles in one handy volume all Total and Television Household and Television Population Estimates that previously had been reported in the Arbitron Television ADI Book, Population Book and Television Household Book.*

## DESCRIPTION OF ESTIMATES REPORTED

**THE ADI/**(Area of Dominant Influence) is a geographic design which defines each television market, exclusive of another, based on measurable viewing patterns. It is an area that consists of Arbitron sampling units in which the home-market stations receive a preponderance of viewing. A sampling unit is normally one county or an independent city, although some counties or cities have been divided into two or more sampling units because of terrain or areas in which special interviewing techniques are used. (There are no instances in which an Arbitron Television sampling unit consists of more than one county.) For purposes of this publication, sampling units will be referred to as counties. Each County in the U.S. (excluding Hawaii and Alaska) is allocated exclusively to one ADI. There is no overlap.

The original ADI allocations were based on a 1965 county-by-county study of television circulation using the viewing data obtained by diary from approximately 250,000 television households. From these viewing records, Arbitron prepared estimates of total viewing hours in each county for an average week and the percentage of the estimated total viewing hours of each station for which viewing was reported.

Arbitron now updates the estimates annually, the most recent of which were computed from viewing records of 373,964 television households from the May 1981, July 1981, November 1981, and February 1982 nationwide surveys. Based on these estimates, Arbitron has made its ADI allocations for the 1982-83 survey year.

Once the estimated total viewing hours for a county and the percentage of such estimated total viewing hours for each station are determined, Arbitron sums the percentages by the station's market of origin. The county under consideration is allocated, for ADI purposes, to the market of origin having the largest total percentage of viewing hours (deemed to be the "dominant influence").

Counties in which the current ADI market receives a lower percentage than a competing market are considered eligible for reassignment.

General rules for reassignment:

**1.** In those cases where a competing market obtains the highest share but does not obtain a 1.5 share point advantage over the current market or any other market, an additional analysis is performed. The viewing hours in both Early and Late Fringe dayparts are summed for each market and then divided by the total county viewing hours (for all markets) in the Early and Late Fringe dayparts to determine a new share of Early and Late Fringe viewing hours. The market obtaining the highest share in this additional analysis is then deemed to be the dominant influence.

**2.** To reassign a county from one ADI market to another a minimum of 20 in-tab households is required. In those cases where this minimum is not met with the four survey periods being considered, a multiple year estimate based on a minimum of 20 in-tab households is developed. This estimate is an average of the percentage of total viewing hours for the current year and prior one or two years (as needed to meet the 20 in-tab requirement).

There are exceptions to the general rules:

**1.** If the market of a county's home station averages at least a 20 share, a Home County is not assigned to the ADI of another market unless the average of the percentages of viewing hours of the stations in the other market is at least 10% greater than the sum of the percentages of viewing hours of the stations in the Home County under consideration.

**2.** In considering the creation of a new ADI market, the criteria for the assignment of counties to an ADI would prevail; in addition,

a market must win its Home County, and that Home County must have at least 10,000 television households. In the case of a new ADI which could be created through the application of the 10% rule, described above in number 1, the home station may waive the application of that rule.

**3.** Arbitron reserves the right to exercise its judgment in the case of counties with unusual physical features or peculiar marketing considerations.

The above stated rules for ADI allocations receive extensive reexamination periodically. As a result, Arbitron reserves the right to change this and other policies whenever these procedures would result in a county addition or deletion, which would appear totally unreasonable or illogical in light of known topographic, geographic or other exceptional conditions.

**POPULATION ESTIMATES/**Population estimates are shown for each ADI market, and include all sex-age categories for which audience estimates are reported in the Arbitron Television Market Report (except Working Women). Market Statistics, Inc. provides estimates of total households and population (including population in group quarters), each of which is reduced by Arbitron estimates of television penetration to produce Arbitron television household and population estimates.

**TELEVISION HOUSEHOLD/**A television household is an occupied dwelling unit having one or more television sets. Updated estimates of the number of television households in each surveyed county in the United States are prepared annually by Arbitron's Research Department for use in projecting estimates of audience size in Arbitron's Television publications. The estimated television households are additive and the total of all ADI's represents the total number of television households in the United States as surveyed by Arbitron.

The updating procedure is as follows:

**1.** Total households are furnished by Market Statistics, Inc. (MSI) which has projected county-by-county estimates to January 1, 1983. These estimates include households on military installations. MSI's total households are based on the 1980 U.S. Census.

**2.** TV penetration figures for nine Census Divisions were reported periodically by the Advertising Research Foundation (ARF). The most recent ARF penetration estimates, based on surveys conducted by the U.S. Census in accordance with ARF specifications, are as of January 1969.

**3.** The six most current ARF TV penetration estimates, the July 1971 U.S. Census Current Population Survey, the 1972-73 Bureau of Statistics' "Consumer Expenditure Survey," the Fall 1973 Census Survey of Purchases and Ownership, the Fall 1974 Census Survey of Purchases and Ownership and information obtained by Arbitron sample placement during major sweep periods, from November 1978 through February 1982 have been employed by Arbitron to project TV household penetration estimates to January 1, 1983. These are then applied to the estimates of total households provided by MSI, taking into account geographical growth patterns, and employing the concept of diminishing non-television households.

**4.** County-by-county television penetration estimates are developed from unrounded TV households. However, all households estimates appearing in this report are rounded to the nearest hundred households; because of this, the reported penetration may not always equal the quotient obtained when dividing the reported television households by total households.

It should be noted that the estimates in this report are subject to defects and limitations such as sampling, processing, and recording errors. Such limitations apply not only to Arbitron procedures, but also to U.S. Census, ARF, and MSI procedures upon which the estimates are based. Further details are available upon request.

Arbitron clients who also receive survey data estimates on EDP tape should note that the estimates on the tape are in somewhat different form than reported in this book.

## SECTIONS OF THE REPORT

**ADI MARKET RANKINGS/**This section lists the 210 ADI markets defined by Arbitron for the 1982-83 survey year. Markets are ranked in descending order according to their ADI television household (TVHH) size. Estimates reported for each market are: ADI Total Households, ADI TVHH, ADI Market % Saturation and the market's size relative to the U.S. (% of U.S.). The U.S. Total is also provided for the ADI Total Households, ADI TVHH and ADI Market % Saturation.

**NON-ADI MARKET RANKINGS/**This section lists the 32 Non-ADI markets ranked in descending order by their Home County Television Household (TVHH) size.

**ADI MARKET ALPHABETICAL LISTING/**All markets reported in the first section are listed alphabetically. The statistical information appearing in the first section also appears here.

**NON-ADI MARKET ALPHABETICAL LISTING/**All markets reported in the second section are listed alphabetically.

**COUNTIES IN ADI MARKETS/**This section contains a list of the counties included in each 1982-83 Arbitron-defined ADI market. The state location of each county is identified. Listing is in alphabetical sequence by ADI market, by state, and by county. Each county is categorized into one of the following population size groups.

**Group A**
All counties located within the 25 largest Metros.

**Group B**
All counties not included under A with a population over 150,000 or located within a Metro with a population over 150,000.

**Group C**
All counties not included under A or B with a population over 35,000 or located within a Metro with a population over 35,000.

**Group D**
All counties not included under A, B, or C.

Information reported includes ADI market rank, ADI TVHH for each county, county size group, and market totals.

## LISTING EXAMPLE

**CRAWFORD** 1

2 ADI TVHH RANK 137 3 % OF US TVHH .18%

| 4 | 5 | | 6 | 7 |
|---|---|---|---|---|
| C | WAYNE | | MD | 30,900 |
| B | CLARE | | MD | 98,200 |
| C | FOSTER | | MD | 16,300 |

ADI TOTAL TVHH 8 145,400

COUNTY SIZE SUMMARY

| 4 | | 9 | 7 | 10 |
|---|---|---|---|---|
| A | | | | |
| B | | 1 | 98,200 | 67.5% |
| C | | 2 | 47,200 | 32.5% |
| D | | | | |

1. Market Name
2. Market Rank
3. Percent of US TVHH
4. County Size
5. County Name
6. State
7. County TVHH
8. ADI TVHH
9. Number of Counties per County Size
10. Percent of ADI TVHH

One new ADI market has been established for the 1982-83 Survey Year:

**Glendive**

Two markets are no longer ADIs for the 1982-83 Survey Year:

**Miles City-Glendive**
**Sarasota**

**NON-ADI MARKETS/**The following single-county markets did not achieve ADI status because the preponderance of viewing is not to the home-market station. Neither did they meet the criteria of the 10% Rule to become an ADI. The home counties in non-ADI markets are assigned to the ADIs that do receive the preponderance of viewing.

Universe estimates for a non-ADI market are included in the ADI market to which they are assigned. Non-ADI stations audience estimates are reported in the local market report of the ADI to which the home-county of the station is assigned.

| Non-ADI Market | Home County |
|---|---|
| Akron | Summit, OH |
| Allentown | Lehigh, PA |
| Ann Arbor | Washtenaw, MI |
| Bellingham | Whatcom, WA |
| Canton | Stark, OH |
| Charlottesville | Albemarle, VA |
| Corona | Riverside West, CA |
| Dubuque | Dubuque, IA |
| Fayetteville, NC | Cumberland, NC |
| Flagstaff | Coconino, AZ |
| Ft. Lauderdale | Broward, FL |
| Ft. Pierce-Vero Beach | St. Lucie, FL |
| Hagerstown | Washington, MD |
| Hanford | Kings, CA |
| Hartford, VT-Hanover, NH | Windsor, VT |
| Hazard | Perry, KY |
| Hickory | Catawba, NC |
| Manchester | Hillsborough, NH |
| Miles City | Custer, MT |
| Modesto | Stanislaus, CA |
| Poughkeepsie | Dutchess, NY |
| Reading | Berks, PA |
| Rock Springs | Sweetwater, WY |
| San Bernardino-Fontana | San Bernardino, CA |
| San Jose | Santa Clara West, CA |
| Santa Rosa | Sonoma, CA |
| Sarasota | Sarasota, FL |
| Springfield, OH | Clark, OH |
| Valdosta | Lowndes, GA |
| Visalia | Tulare, CA |
| Wildwood | Cape May, NJ |
| Worcester | Worcester, MA |

**THE POPULATION/**Estimates for TVHH and all sex-age categories used for audience reporting in the Arbitron Television Market Report (except Working Women) are provided. These Universe estimates, in hundreds are for each 1982-83 Arbitron-defined ADI market. Estimates reported are:

**TV HOUSEHOLDS**

| Persons 2+ | Women 18+ | Men 18+ |
|---|---|---|
| 18+ | 18-49 | 18-49 |
| 18-49 | 12-24 | 18-34 |
| 12-24 | 18-34 | 25-49 |
| 12-34 | 25-49 | 25-54 |
| 18-34 | 25-54 | |
| Teens 12-17 | | |
| Children 2-11 | | |
| 6-11 | | |

Population Summary

Markets Alphabetically by Demographic Category

Markets Ranked by Demographic Category

**TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY/**This section lists the 48 contiguous states in alphabetical sequence. In addition, an alphabetical list of the measured counties within each contiguous state is provided. Estimates are reported by state and county. Other information reported includes each county's 1982-83 ADI market assignment and county's size. Each county is categorized into one of the following population size groups:

Group A
All counties located within the 25 largest Metros.

Group B
All counties not included under A with a population over 150,000 or located within a Metro with a population over 150,000.

Group C
All counties not included under A or B with a population over 35,000 or located within a Metro with a population over 35,000.

Group D
All counties not included under A, B, or C.

**TOTAL AND TV HOUSEHOLDS BY CENSUS REGION AND STATE/**
Estimates reported in this section are for the 48 contiguous states surveyed by Arbitron. These surveyed states are divided into nine regions: New England, Middle Atlantic, South Atlantic, East North Central, East South Central, West North Central, West South Central, Mountain and Pacific. The estimates are reported by region, by state, and for the U.S.

# ADI Definitions

# ADI MARKET RANKINGS

| ADI Rnk | ADI Market Name | ADI TOT HH | % TV | ADI TV HH | % of U.S. |
|---|---|---|---|---|---|
| 1 | NEW YORK | 6,570,000 | 98 | 6,457,900 | 7.74 |
| 2 | LOS ANGELES | 4,352,400 | 97 | 4,241,000 | 5.08 |
| 3 | CHICAGO | 3,043,800 | 99 | 2,999,700 | 3.59 |
| 4 | PHILADELPHIA | 2,515,800 | 99 | 2,481,900 | 2.97 |
| 5 | SAN FRANCISCO | 2,065,300 | 97 | 1,998,500 | 2.39 |
| 6 | BOSTON | 1,960,500 | 98 | 1,930,800 | 2.31 |
| 7 | DETROIT | 1,692,500 | 99 | 1,674,800 | 2.01 |
| 8 | WASHINGTON, DC | 1,522,900 | 99 | 1,510,100 | 1.81 |
| 9 | CLEVELAND | 1,427,000 | 99 | 1,408,900 | 1.69 |
| 10 | DALLAS-FT. WORTH | 1,418,500 | 99 | 1,403,000 | 1.68 |
| 11 | HOUSTON | 1,342,700 | 99 | 1,326,000 | 1.59 |
| 12 | PITTSBURGH | 1,248,700 | 98 | 1,229,600 | 1.47 |
| 13 | MIAMI | 1,167,300 | 99 | 1,156,700 | 1.39 |
| 14 | MINNEAPOLIS-ST. PAUL | 1,155,300 | 99 | 1,141,700 | 1.37 |
| 15 | ATLANTA | 1,129,000 | 99 | 1,117,400 | 1.34 |
| 16 | SEATTLE-TACOMA | 1,147,300 | 97 | 1,110,400 | 1.33 |
| 17 | TAMPA-ST. PETERSBURG (SARASOTA) | 1,090,100 | 99 | 1,077,600 | 1.29 |
| 18 | ST. LOUIS | 1,056,100 | 99 | 1,040,600 | 1.25 |
| 19 | DENVER | 929,700 | 98 | 911,600 | 1.09 |
| 20 | BALTIMORE | 861,900 | 99 | 856,900 | 1.03 |
| 21 | SACRAMENTO-STOCKTON | 880,700 | 97 | 851,200 | 1.02 |
| 22 | PORTLAND, OR | 845,100 | 96 | 814,100 | .98 |
| 23 | INDIANAPOLIS | 813,000 | 98 | 800,200 | .96 |
| 24 | HARTFORD-NEW HAVEN | 811,500 | 98 | 797,700 | .96 |
| 25 | PHOENIX (FLAGSTAFF) | 795,900 | 97 | 774,300 | .93 |
| 26 | SAN DIEGO | 743,500 | 97 | 723,400 | .87 |
| 27 | KANSAS CITY | 712,900 | 99 | 704,000 | .84 |
| 28 | CINCINNATI | 705,100 | 99 | 695,200 | .83 |
| 29 | MILWAUKEE | 694,400 | 99 | 685,900 | .82 |
| 30 | NASHVILLE | 647,300 | 99 | 641,000 | .77 |
| 31 | CHARLOTTE | 644,000 | 99 | 636,700 | .76 |
| 32 | BUFFALO | 642,400 | 99 | 632,800 | .76 |
| 33 | ORLANDO-DAYTONA BEACH | 634,500 | 99 | 626,900 | .75 |
| 34 | NEW ORLEANS | 613,600 | 99 | 606,500 | .73 |
| 35 | COLUMBUS, OH | 599,100 | 99 | 590,800 | .71 |
| 36 | MEMPHIS | 590,500 | 99 | 582,100 | .70 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 586,900 | 99 | 578,100 | .69 |
| 38 | RALEIGH-DURHAM | 585,000 | 98 | 576,100 | .69 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 584,300 | 99 | 576,000 | .69 |
| 40 | OKLAHOMA CITY | 567,600 | 99 | 561,100 | .67 |
| 41 | PROVIDENCE-NEW BEDFORD | 564,900 | 99 | 557,500 | .67 |
| 42 | SALT LAKE CITY | 544,800 | 98 | 533,400 | .64 |
| 43 | CHARLESTON-HUNTINGTON | 533,600 | 98 | 525,300 | .63 |
| 44 | LOUISVILLE | 526,200 | 99 | 520,700 | .62 |
| 45 | SAN ANTONIO | 511,600 | 98 | 502,700 | .60 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 501,500 | 99 | 495,800 | .59 |
| 47 | BIRMINGHAM | 496,600 | 99 | 491,800 | .59 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 495,200 | 98 | 483,400 | .58 |
| 49 | DAYTON | 483,000 | 99 | 477,100 | .57 |
| 50 | WILKES BARRE-SCRANTON | 482,000 | 98 | 471,600 | .57 |
| 51 | GREENSBORO-WINSTON SALEM-HIGH POINT | 474,000 | 99 | 468,800 | .56 |
| 52 | ALBANY-SCHENECTADY-TROY | 475,500 | 98 | 467,000 | .56 |
| 53 | FLINT-SAGINAW-BAY CITY | 460,000 | 99 | 453,900 | .54 |
| 54 | LITTLE ROCK | 461,900 | 98 | 453,400 | .54 |
| 55 | SHREVEPORT-TEXARKANA | 449,100 | 98 | 440,500 | .53 |
| 56 | RICHMOND (CHARLOTTESVILLE) | 442,500 | 99 | 435,900 | .52 |
| 57 | TULSA | 436,000 | 99 | 430,800 | .52 |
| 58 | KNOXVILLE | 426,300 | 99 | 420,500 | .50 |
| 59 | WICHITA-HUTCHINSON | 418,200 | 99 | 413,000 | .49 |
| 60 | TOLEDO | 411,300 | 99 | 405,800 | .49 |
| 61 | MOBILE-PENSACOLA | 403,700 | 99 | 399,700 | .48 |
| 62 | JACKSONVILLE | 388,200 | 99 | 383,100 | .46 |
| 63 | FRESNO | 387,600 | 96 | 372,700 | .45 |
| 64 | WEST PALM BEACH | 373,800 | 99 | 368,500 | .44 |
| 65 | DES MOINES | 371,600 | 99 | 367,500 | .44 |
| 66 | ROANOKE-LYNCHBURG | 365,100 | 99 | 359,700 | .43 |
| 67 | SYRACUSE | 365,500 | 98 | 358,800 | .43 |
| 68 | ALBUQUERQUE | 370,400 | 97 | 357,800 | .43 |
| 69 | GREEN BAY | 355,900 | 99 | 351,300 | .42 |
| 70 | OMAHA | 345,500 | 99 | 341,800 | .41 |
| 71 | ROCHESTER, NY | 342,500 | 99 | 337,500 | .40 |
| 72 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 343,900 | 98 | 336,400 | .40 |
| 73 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 335,500 | 99 | 331,200 | .40 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 336,800 | 98 | 329,300 | .39 |
| 75 | SPOKANE | 338,400 | 97 | 326,900 | .39 |
| 76 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 322,400 | 99 | 318,000 | .38 |
| 77 | PORTLAND-POLAND SPRING | 308,700 | 98 | 303,000 | .36 |
| 78 | LEXINGTON | 297,200 | 98 | 292,300 | .35 |
| 79 | CHATTANOOGA | 290,400 | 99 | 287,400 | .34 |
| 80 | SOUTH BEND-ELKHART | 286,800 | 98 | 281,300 | .34 |

## ADI MARKET RANKINGS

| ADI Rnk | ADI Market Name | ADI TOT HH | % TV | ADI TV HH | % of U.S. |
|---|---|---|---|---|---|
| 81 | YOUNGSTOWN | 280,500 | 99 | 277,000 | .33 |
| 82 | SPRINGFIELD, MO | 281,100 | 98 | 274,400 | .33 |
| 83 | JOHNSTOWN-ALTOONA | 275,400 | 98 | 269,500 | .32 |
| 84 | BRISTOL-KINGSPORT-JOHNSON CITY | 272,000 | 99 | 268,000 | .32 |
| 85 | AUSTIN, TX | 266,300 | 98 | 262,000 | .31 |
| 86 | JACKSON, MS | 265,500 | 98 | 261,400 | .31 |
| 87 | TUCSON | 265,900 | 98 | 259,800 | .31 |
| 88 | EVANSVILLE | 265,400 | 98 | 259,700 | .31 |
| 89 | LINCOLN-HASTINGS-KEARNEY | 257,800 | 99 | 254,400 | .30 |
| 90 | COLUMBIA, SC | 252,900 | 98 | 247,900 | .30 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 248,600 | 99 | 245,200 | .29 |
| 92 | BATON ROUGE | 247,100 | 98 | 243,300 | .29 |
| 93 | FT. WAYNE | 244,900 | 98 | 240,700 | .29 |
| 94 | BURLINGTON-PLATTSBURGH | 242,800 | 98 | 237,600 | .28 |
| 95 | SIOUX FALLS-MITCHELL | 234,700 | 99 | 231,800 | .28 |
| 96 | SPRINGFIELD, MA | 235,200 | 98 | 230,700 | .28 |
| 97 | WACO-TEMPLE | 220,100 | 99 | 216,800 | .26 |
| 98 | LANSING | 217,600 | 99 | 214,700 | .26 |
| 99 | PEORIA | 216,300 | 98 | 212,200 | .25 |
| 100 | GREENVILLE-NEW BERN-WASHINGTON | 214,700 | 98 | 211,400 | .25 |
| 101 | MADISON | 207,700 | 98 | 202,900 | .24 |
| 102 | LAS VEGAS | 204,000 | 98 | 200,100 | .24 |
| 103 | AUGUSTA | 203,200 | 98 | 199,700 | .24 |
| 104 | COLORADO SPRINGS-PUEBLO | 203,400 | 98 | 199,500 | .24 |
| 105 | MONROE-EL DORADO | 200,100 | 98 | 196,100 | .23 |
| 106 | EL PASO | 197,300 | 99 | 194,400 | .23 |
| 107 | SAVANNAH | 196,500 | 98 | 192,700 | .23 |
| 108 | FARGO | 195,300 | 99 | 192,500 | .23 |
| 109 | ROCKFORD | 191,000 | 98 | 188,100 | .23 |
| 110 | SALINAS-MONTEREY | 192,200 | 96 | 184,800 | .22 |
| 111 | CHARLESTON, SC | 188,000 | 98 | 184,600 | .22 |
| 112 | COLUMBUS, GA | 186,400 | 98 | 183,300 | .22 |
| 112 | LAFAYETTE, LA | 186,500 | 98 | 183,300 | .22 |
| 114 | AMARILLO | 179,200 | 99 | 177,100 | .21 |
| 114 | DULUTH-SUPERIOR | 179,800 | 98 | 177,100 | .21 |
| 116 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 183,200 | 96 | 176,000 | .21 |
| 117 | FT. MYERS-NAPLES | 177,000 | 98 | 173,900 | .21 |
| 118 | JOPLIN-PITTSBURG | 176,500 | 98 | 173,600 | .21 |
| 119 | MONTGOMERY | 172,200 | 99 | 169,700 | .20 |
| 120 | YAKIMA | 176,200 | 96 | 168,500 | .20 |
| 121 | BEAUMONT-PORT ARTHUR | 169,900 | 99 | 167,700 | .20 |
| 122 | EUGENE | 174,800 | 96 | 167,300 | .20 |
| 123 | TERRE HAUTE | 166,700 | 98 | 162,900 | .20 |
| 124 | MCALLEN-BROWNSVILLE (LRGV) | 165,400 | 98 | 162,400 | .19 |
| 125 | RENO | 163,700 | 97 | 158,200 | .19 |
| 126 | BOISE | 162,400 | 97 | 158,100 | .19 |
| 127 | TALLAHASSEE | 158,900 | 98 | 155,700 | .19 |
| 128 | WICHITA FALLS-LAWTON | 156,700 | 99 | 155,300 | .19 |
| 129 | WHEELING-STEUBENVILLE | 157,300 | 99 | 155,000 | .19 |
| 130 | WAUSAU-RHINELANDER | 158,000 | 98 | 154,800 | .19 |
| 131 | BLUEFIELD-BECKLEY-OAK HILL | 154,500 | 98 | 151,800 | .18 |
| 132 | TRAVERSE CITY-CADILLAC | 155,100 | 97 | 151,000 | .18 |
| 133 | LA CROSSE-EAU CLAIRE | 153,800 | 98 | 150,800 | .18 |
| 134 | LUBBOCK | 152,300 | 99 | 150,700 | .18 |
| 135 | BINGHAMTON | 153,200 | 98 | 150,200 | .18 |
| 136 | CORPUS CHRISTI | 152,300 | 98 | 149,800 | .18 |
| 137 | SIOUX CITY | 151,100 | 99 | 149,300 | .18 |
| 138 | MACON | 147,500 | 98 | 145,000 | .17 |
| 139 | COLUMBIA-JEFFERSON CITY | 144,500 | 98 | 142,000 | .17 |
| 140 | CHICO-REDDING | 146,700 | 96 | 141,000 | .17 |
| 141 | ROCHESTER-MASON CITY-AUSTIN | 142,500 | 99 | 140,700 | .17 |
| 142 | MINOT-BISMARCK-DICKINSON | 136,700 | 98 | 134,400 | .16 |
| 143 | COLUMBUS-TUPELO | 136,500 | 98 | 134,200 | .16 |
| 144 | ERIE | 134,800 | 98 | 132,600 | .16 |
| 145 | ODESSA-MIDLAND | 133,700 | 99 | 132,100 | .16 |
| 145 | TOPEKA | 134,400 | 98 | 132,100 | .16 |
| 147 | FLORENCE, SC | 131,800 | 98 | 129,300 | .15 |
| 148 | FT. SMITH | 132,100 | 98 | 129,200 | .15 |
| 149 | ALBANY, GA | 131,100 | 98 | 128,200 | .15 |
| 150 | BAKERSFIELD | 129,400 | 97 | 125,100 | .15 |
| 151 | WILMINGTON | 126,000 | 98 | 123,600 | .15 |
| 152 | MEDFORD | 122,600 | 96 | 117,300 | .14 |
| 153 | QUINCY-HANNIBAL | 119,300 | 98 | 117,200 | .14 |
| 154 | MISSOULA-BUTTE | 120,000 | 97 | 116,100 | .14 |
| 155 | ABILENE-SWEETWATER | 111,800 | 98 | 110,000 | .13 |
| 156 | RANGER | 111,800 | 98 | 109,400 | .13 |
| 157 | IDAHO FALLS-POCATELLO | 105,900 | 98 | 103,500 | .12 |
| 158 | UTICA | 103,100 | 98 | 101,200 | .12 |
| 159 | DOTHAN | 97,100 | 98 | 95,500 | .11 |
| 160 | TYLER | 97,100 | 98 | 95,200 | .11 |

## ADI MARKET RANKINGS

| ADI Rnk | ADI Market Name | ADI TOT HH | % TV | ADI TV HH | % of U.S. |
|---|---|---|---|---|---|
| 161 | RAPID CITY | 96,300 | 97 | 93,700 | .11 |
| 162 | LAKE CHARLES | 91,900 | 98 | 90,000 | .11 |
| 163 | LAUREL-HATTIESBURG | 86,300 | 99 | 85,100 | .10 |
| 164 | ELMIRA | 85,800 | 97 | 83,600 | .10 |
| 165 | SALISBURY | 82,800 | 98 | 81,500 | .10 |
| 166 | ALEXANDRIA, MN | 82,500 | 97 | 79,900 | .10 |
| 167 | BILLINGS-HARDIN | 80,600 | 97 | 78,300 | .09 |
| 168 | CLARKSBURG-WESTON | 77,500 | 98 | 76,300 | .09 |
| 169 | WATERTOWN-CARTHAGE | 77,500 | 98 | 76,100 | .09 |
| 170 | GAINESVILLE | 75,600 | 98 | 73,800 | .09 |
| 171 | MERIDIAN | 72,900 | 98 | 71,800 | .09 |
| 172 | ARDMORE-ADA | 69,500 | 98 | 68,200 | .08 |
| 173 | JONESBORO | 69,400 | 98 | 67,700 | .08 |
| 174 | ALEXANDRIA, LA | 68,600 | 98 | 67,500 | .08 |
| 175 | GREENWOOD-GREENVILLE | 69,200 | 97 | 67,400 | .08 |
| 176 | PANAMA CITY | 64,800 | 98 | 63,700 | .08 |
| 177 | GREAT FALLS | 65,500 | 96 | 63,200 | .08 |
| 178 | EL CENTRO-YUMA | 64,000 | 94 | 60,200 | .07 |
| 179 | BILOXI-GULFPORT-PASCAGOULA | 59,500 | 99 | 58,900 | .07 |
| 180 | CASPER-RIVERTON | 58,900 | 97 | 57,400 | .07 |
| 181 | EUREKA | 59,700 | 95 | 56,800 | .07 |
| 182 | MARQUETTE | 57,400 | 98 | 56,000 | .07 |
| 183 | JACKSON, TN | 56,700 | 99 | 55,900 | .07 |
| 184 | ROSWELL | 55,800 | 98 | 54,700 | .07 |
| 185 | BOWLING GREEN | 55,100 | 98 | 54,200 | .06 |
| 186 | GRAND JUNCTION | 54,100 | 97 | 52,500 | .06 |
| 187 | TUSCALOOSA | 50,800 | 99 | 50,200 | .06 |
| 188 | PALM SPRINGS | 51,800 | 96 | 49,800 | .06 |
| 189 | CHEYENNE | 50,600 | 98 | 49,600 | .06 |
| 190 | ST. JOSEPH | 50,300 | 98 | 49,500 | .06 |
| 191 | LAFAYETTE, IN | 43,300 | 97 | 42,200 | .05 |
| 192 | ANNISTON | 42,200 | 99 | 41,800 | .05 |
| 193 | LIMA | 40,800 | 98 | 40,100 | .05 |
| 194 | PARKERSBURG | 38,600 | 99 | 38,200 | .05 |
| 195 | HARRISONBURG | 37,700 | 98 | 37,000 | .04 |
| 196 | SAN ANGELO | 36,400 | 99 | 35,900 | .04 |
| 197 | MANKATO | 33,800 | 99 | 33,300 | .04 |
| 198 | ZANESVILLE | 31,100 | 98 | 30,500 | .04 |
| 199 | LAREDO | 30,900 | 98 | 30,200 | .04 |
| 200 | PRESQUE ISLE | 30,300 | 97 | 29,500 | .04 |
| 201 | OTTUMWA-KIRKSVILLE | 29,900 | 98 | 29,400 | .04 |
| 202 | FARMINGTON | 29,300 | 94 | 27,600 | .03 |
| 203 | TWIN FALLS | 27,100 | 99 | 26,700 | .03 |
| 204 | BEND | 26,900 | 94 | 25,400 | .03 |
| 205 | VICTORIA | 25,500 | 98 | 25,000 | .03 |
| 206 | HELENA | 19,400 | 96 | 18,700 | .02 |
| 207 | SELMA | 17,900 | 98 | 17,600 | .02 |
| 208 | NORTH PLATTE | 17,700 | 99 | 17,500 | .02 |
| 209 | ALPENA | 12,000 | 96 | 11,500 | .01 |
| 210 | GLENDIVE | 6,500 | 94 | 6,100 | .01 |
| | TOTAL U.S. | 84,939,900 | 98 | 83,462,600 | |

# NON-ADI MARKET RANKINGS

| Non-ADI Market | ADI Assignment | Home County TV HH |
|---|---|---|
| SAN JOSE | SAN FRANCISCO | 481,400 |
| FT. LAUDERDALE | MIAMI | 472,300 |
| SAN BERNARDINO-FONTANA | LOS ANGELES | 331,100 |
| CORONA | LOS ANGELES | 206,700 |
| WORCESTER | BOSTON | 231,900 |
| AKRON | CLEVELAND | 190,900 |
| CANTON | CLEVELAND | 137,300 |
| SANTA ROSA | SAN FRANCISCO | 124,800 |
| READING | PHILADELPHIA | 117,100 |
| ALLENTOWN | PHILADELPHIA | 105,200 |
| MANCHESTER | BOSTON | 103,000 |
| MODESTO | SACRAMENTO-STOCKTON | 101,200 |
| SARASOTA | TAMPA-ST. PETERSBURG | 99,400 |
| ANN ARBOR | DETROIT | 97,400 |
| VISALIA | FRESNO | 85,100 |
| POUGHKEEPSIE | NEW YORK | 83,900 |
| FAYETTEVILLE, NC | RALEIGH-DURHAM | 80,500 |
| SPRINGFIELD, OH | DAYTON | 54,000 |
| BELLINGHAM | SEATTLE-TAKOMA | 42,100 |
| HAGERSTOWN | WASHINGTON, DC | 41,600 |
| HICKORY | CHARLOTTE | 39,800 |
| FT. PIERCE-VERO BEACH | WEST PALM BEACH | 37,700 |
| CHARLOTTESVILLE | RICHMOND | 37,200 |
| WILDWOOD | PHILADELPHIA | 35,100 |
| DUBUQUE | CEDAR RAPIDS-WATERLOO | 31,100 |
| HANFORD | FRESNO | 24,100 |
| VALDOSTA | TALLAHASSEE | 24,100 |
| FLAGSTAFF | PHOENIX | 23,400 |
| HARTFORD, VT-HANOVER, NH | BURLINGTON-PLATTSBURGH | 19,900 |
| ROCK SPRINGS | SALT LAKE CITY | 16,100 |
| HAZARD | LEXINGTON | 11,400 |
| MILES CITY | SALT LAKE CITY | 4,900 |

# ADI MARKET ALPHABETICAL LISTING

| ADI Market Name | ADI TOT-HH | % TV | ADI TV HH | % of U.S. | ADI Rnk |
|---|---|---|---|---|---|
| ABILENE-SWEETWATER | 111,800 | 98 | 110,000 | .13 | 155 |
| ALBANY, GA | 131,100 | 98 | 128,200 | .15 | 149 |
| ALBANY-SCHENECTADY-TROY | 475,500 | 98 | 467,000 | .56 | 52 |
| ALBUQUERQUE | 370,400 | 97 | 357,800 | .43 | 68 |
| ALEXANDRIA, LA | 68,600 | 98 | 67,500 | .08 | 174 |
| ALEXANDRIA, MN | 82,500 | 97 | 79,900 | .10 | 166 |
| ALPENA | 12,000 | 96 | 11,500 | .01 | 209 |
| AMARILLO | 179,200 | 99 | 177,100 | .21 | 114 |
| ANNISTON | 42,200 | 99 | 41,800 | .05 | 192 |
| ARDMORE-ADA | 69,500 | 98 | 68,200 | .08 | 172 |
| ATLANTA | 1,129,000 | 99 | 1,117,400 | 1.34 | 15 |
| AUGUSTA | 203,200 | 98 | 199,700 | .24 | 103 |
| AUSTIN, TX | 266,300 | 98 | 262,000 | .31 | 85 |
| BAKERSFIELD | 129,400 | 97 | 125,100 | .15 | 150 |
| BALTIMORE | 861,900 | 99 | 856,900 | 1.03 | 20 |
| BANGOR | 111,800 | 98 | 109,400 | .13 | 156 |
| BATON ROUGE | 247,100 | 98 | 243,300 | .29 | 92 |
| BEAUMONT-PORT ARTHUR | 169,900 | 99 | 167,700 | .20 | 121 |
| BEND | 26,900 | 94 | 25,400 | .03 | 204 |
| BILLINGS-HARDIN | 80,600 | 97 | 78,300 | .09 | 167 |
| BILOXI-GULFPORT-PASCAGOULA | 59,500 | 99 | 58,900 | .07 | 179 |
| BINGHAMTON | 153,200 | 98 | 150,200 | .18 | 135 |
| BIRMINGHAM | 496,600 | 99 | 491,800 | .59 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 154,500 | 98 | 151,800 | .18 | 131 |
| BOISE | 162,400 | 97 | 158,100 | .19 | 126 |
| BOSTON | 1,960,500 | 98 | 1,930,800 | 2.31 | 6 |
| BOWLING GREEN | 55,100 | 98 | 54,200 | .06 | 185 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 272,000 | 99 | 268,000 | .32 | 84 |
| BUFFALO | 642,400 | 99 | 632,800 | .76 | 32 |
| BURLINGTON-PLATTSBURGH | 242,800 | 98 | 237,600 | .28 | 94 |
| CASPER-RIVERTON | 58,900 | 97 | 57,400 | .07 | 180 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 322,400 | 99 | 318,000 | .38 | 76 |
| CHARLESTON, SC | 188,000 | 98 | 184,600 | .22 | 111 |
| CHARLESTON-HUNTINGTON | 533,600 | 98 | 525,300 | .63 | 43 |
| CHARLOTTE | 644,000 | 99 | 636,700 | .76 | 31 |
| CHATTANOOGA | 290,400 | 99 | 287,400 | .34 | 79 |
| CHEYENNE | 50,600 | 98 | 49,600 | .06 | 189 |
| CHICAGO | 3,043,800 | 99 | 2,999,700 | 3.59 | 3 |
| CHICO-REDDING | 146,700 | 96 | 141,000 | .17 | 140 |
| CINCINNATI | 705,100 | 99 | 695,200 | .83 | 28 |
| CLARKSBURG-WESTON | 77,500 | 98 | 76,300 | .09 | 168 |
| CLEVELAND | 1,427,000 | 99 | 1,408,900 | 1.69 | 9 |
| COLORADO SPRINGS-PUEBLO | 203,400 | 98 | 199,500 | .24 | 104 |
| COLUMBIA, SC | 252,900 | 98 | 247,900 | .30 | 90 |
| COLUMBIA-JEFFERSON CITY | 144,500 | 98 | 142,000 | .17 | 139 |
| COLUMBUS, GA | 186,400 | 98 | 183,300 | .22 | 112 |
| COLUMBUS, OH | 599,100 | 99 | 590,800 | .71 | 35 |
| COLUMBUS-TUPELO | 136,500 | 98 | 134,200 | .16 | 143 |
| CORPUS CHRISTI | 152,300 | 98 | 149,800 | .18 | 136 |
| DALLAS-FT. WORTH | 1,418,500 | 99 | 1,403,000 | 1.68 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 335,500 | 99 | 331,200 | .40 | 73 |
| DAYTON | 483,000 | 99 | 477,100 | .57 | 49 |
| DENVER | 929,700 | 98 | 911,500 | 1.09 | 19 |
| DES MOINES | 371,600 | 99 | 367,500 | .44 | 65 |
| DETROIT | 1,692,500 | 99 | 1,674,800 | 2.01 | 7 |
| DOTHAN | 97,100 | 98 | 95,500 | .11 | 159 |
| DULUTH-SUPERIOR | 179,800 | 98 | 177,100 | .21 | 114 |
| EL CENTRO-YUMA | 64,000 | 94 | 60,200 | .07 | 178 |
| EL PASO | 197,300 | 99 | 194,400 | .23 | 106 |
| ELMIRA | 85,800 | 97 | 83,600 | .10 | 164 |
| ERIE | 134,800 | 98 | 132,600 | .16 | 144 |
| EUGENE | 174,800 | 96 | 167,300 | .20 | 122 |
| EUREKA | 59,700 | 95 | 56,800 | .07 | 181 |
| EVANSVILLE | 265,400 | 98 | 259,700 | .31 | 88 |
| FARGO | 195,300 | 99 | 192,500 | .23 | 108 |
| FARMINGTON | 29,300 | 94 | 27,600 | .03 | 202 |
| FLINT-SAGINAW-BAY CITY | 460,000 | 99 | 453,900 | .54 | 53 |
| FLORENCE, SC | 131,800 | 98 | 129,300 | .15 | 147 |
| FT. MYERS-NAPLES | 177,000 | 98 | 173,900 | .21 | 117 |
| FT. SMITH | 132,100 | 98 | 129,200 | .15 | 148 |
| FT. WAYNE | 244,900 | 98 | 240,700 | .29 | 93 |
| FRESNO | 387,600 | 96 | 372,700 | .45 | 63 |
| GAINESVILLE | 75,600 | 98 | 73,800 | .09 | 170 |
| GLENDIVE | 6,500 | 94 | 6,100 | .01 | 210 |
| GRAND JUNCTION | 54,100 | 97 | 52,500 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 586,900 | 99 | 578,100 | .69 | 37 |
| GREAT FALLS | 65,500 | 96 | 63,200 | .08 | 177 |
| GREEN BAY | 355,900 | 99 | 351,300 | .42 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 474,000 | 99 | 468,800 | .56 | 51 |
| GREENVILLE-NEW BERN-WASHINGTON | 214,700 | 98 | 211,400 | .25 | 100 |

# ADI MARKET ALPHABETICAL LISTING

| ADI Market Name | ADI TOT-HH | % TV | ADI TV HH | % of U.S. | ADI Rnk |
|---|---|---|---|---|---|
| GREENVILLE-SPARTANBURG-ASHEVILLE | 584,300 | 99 | 576,000 | .69 | 39 |
| GREENWOOD-GREENVILLE | 69,200 | 97 | 67,400 | .08 | 175 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 495,200 | 98 | 483,400 | .58 | 48 |
| HARRISONBURG | 37,700 | 98 | 37,000 | .04 | 195 |
| HARTFORD-NEW HAVEN | 811,500 | 98 | 797,700 | .96 | 24 |
| HELENA | 19,400 | 96 | 18,700 | .02 | 206 |
| HOUSTON | 1,342,700 | 99 | 1,326,000 | 1.59 | 11 |
| HUNTSVILLE-DECATUR-FLORENCE | 248,600 | 99 | 245,200 | .29 | 91 |
| IDAHO FALLS-POCATELLO | 105,900 | 98 | 103,500 | .12 | 157 |
| INDIANAPOLIS | 813,000 | 98 | 800,200 | .96 | 23 |
| JACKSON, MS | 265,500 | 98 | 261,400 | .31 | 86 |
| JACKSON, TN | 56,700 | 99 | 55,900 | .07 | 183 |
| JACKSONVILLE | 388,200 | 99 | 383,100 | .46 | 62 |
| JOHNSTOWN-ALTOONA | 275,400 | 98 | 269,500 | .32 | 83 |
| JONESBORO | 69,400 | 98 | 67,700 | .08 | 173 |
| JOPLIN-PITTSBURG | 176,500 | 98 | 173,600 | .21 | 118 |
| KANSAS CITY | 712,900 | 99 | 704,000 | .84 | 27 |
| KNOXVILLE | 426,300 | 99 | 420,500 | .50 | 58 |
| LA CROSSE-EAU CLAIRE | 153,800 | 98 | 150,800 | .18 | 133 |
| LAFAYETTE, IN | 43,300 | 97 | 42,200 | .05 | 191 |
| LAFAYETTE, LA | 186,500 | 98 | 183,300 | .22 | 112 |
| LAKE CHARLES | 91,900 | 98 | 90,300 | .11 | 162 |
| LANSING | 217,600 | 99 | 214,700 | .26 | 98 |
| LAREDO | 30,900 | 98 | 30,200 | .04 | 199 |
| LAS VEGAS | 204,000 | 98 | 200,100 | .24 | 102 |
| LAUREL-HATTIESBURG | 86,300 | 99 | 85,100 | .10 | 163 |
| LEXINGTON | 297,200 | 98 | 292,300 | .35 | 78 |
| LIMA | 40,800 | 98 | 40,100 | .05 | 193 |
| LINCOLN-HASTINGS-KEARNEY | 257,800 | 99 | 254,400 | .30 | 89 |
| LITTLE ROCK | 461,900 | 98 | 453,400 | .54 | 54 |
| LOS ANGELES | 4,352,400 | 97 | 4,241,000 | 5.08 | 2 |
| LOUISVILLE | 526,200 | 99 | 520,700 | .62 | 44 |
| LUBBOCK | 152,300 | 99 | 150,700 | .18 | 134 |
| MACON | 147,500 | 98 | 145,000 | .17 | 138 |
| MADISON | 207,700 | 98 | 202,900 | .24 | 101 |
| MANKATO | 33,800 | 99 | 33,300 | .04 | 197 |
| MARQUETTE | 57,400 | 98 | 56,000 | .07 | 182 |
| MCALLEN-BROWNSVILLE (LRGV) | 165,400 | 98 | 162,400 | .19 | 124 |
| MEDFORD | 122,600 | 96 | 117,300 | .14 | 152 |
| MEMPHIS | 590,500 | 99 | 582,100 | .70 | 36 |
| MERIDIAN | 72,900 | 98 | 71,800 | .09 | 171 |
| MIAMI | 1,167,300 | 99 | 1,156,700 | 1.39 | 13 |
| MILWAUKEE | 694,400 | 99 | 685,900 | .82 | 29 |
| MINNEAPOLIS-ST. PAUL | 1,155,300 | 99 | 1,141,700 | 1.37 | 14 |
| MINOT-BISMARCK-DICKINSON | 136,700 | 98 | 134,400 | .16 | 142 |
| MISSOULA-BUTTE | 120,000 | 97 | 116,100 | .14 | 154 |
| MOBILE-PENSACOLA | 403,700 | 99 | 399,700 | .48 | 61 |
| MONROE-EL DORADO | 200,100 | 98 | 196,100 | .23 | 105 |
| MONTGOMERY | 172,200 | 99 | 169,700 | .20 | 119 |
| NASHVILLE | 647,300 | 99 | 641,000 | .77 | 30 |
| NEW ORLEANS | 613,600 | 99 | 606,500 | .73 | 34 |
| NEW YORK | 6,570,000 | 98 | 6,457,900 | 7.74 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 501,500 | 99 | 495,800 | .59 | 46 |
| NORTH PLATTE | 17,700 | 99 | 17,500 | .02 | 208 |
| ODESSA-MIDLAND | 133,700 | 99 | 132,100 | .16 | 145 |
| OKLAHOMA CITY | 567,600 | 99 | 561,100 | .67 | 40 |
| OMAHA | 345,500 | 99 | 341,800 | .41 | 70 |
| ORLANDO-DAYTONA BEACH | 634,500 | 99 | 626,900 | .75 | 33 |
| OTTUMWA-KIRKSVILLE | 29,900 | 98 | 29,400 | .04 | 201 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 343,900 | 98 | 336,400 | .40 | 72 |
| PALM SPRINGS | 51,800 | 96 | 49,800 | .06 | 188 |
| PANAMA CITY | 64,800 | 98 | 63,700 | .08 | 176 |
| PARKERSBURG | 38,600 | 99 | 38,200 | .05 | 194 |
| PEORIA | 216,300 | 98 | 212,200 | .25 | 99 |
| PHILADELPHIA | 2,515,800 | 99 | 2,481,900 | 2.97 | 4 |
| PHOENIX (FLAGSTAFF) | 795,900 | 97 | 774,300 | .93 | 25 |
| PITTSBURGH | 1,248,700 | 98 | 1,229,600 | 1.47 | 12 |
| PORTLAND, OR | 845,100 | 96 | 814,100 | .98 | 22 |
| PORTLAND-POLAND SPRING | 308,700 | 98 | 303,000 | .36 | 77 |
| PRESQUE ISLE | 30,300 | 97 | 29,500 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 564,900 | 99 | 557,500 | .67 | 41 |
| QUINCY-HANNIBAL | 119,300 | 98 | 117,200 | .14 | 153 |
| RALEIGH-DURHAM | 585,000 | 98 | 576,100 | .69 | 38 |
| RAPID CITY | 96,300 | 97 | 93,700 | .11 | 161 |
| RENO | 163,700 | 97 | 158,200 | .19 | 125 |
| RICHMOND (CHARLOTTESVILLE) | 442,500 | 99 | 435,900 | .52 | 56 |
| ROANOKE-LYNCHBURG | 365,100 | 99 | 359,700 | .43 | 66 |
| ROCHESTER, NY | 342,500 | 99 | 337,500 | .40 | 71 |
| ROCHESTER-MASON CITY-AUSTIN | 142,500 | 99 | 140,700 | .17 | 141 |
| ROCKFORD | 191,000 | 98 | 188,100 | .23 | 109 |

# ADI MARKET ALPHABETICAL LISTING

| ADI Market Name | ADI TOT-HH | % TV | ADI TV HH | % of U.S. | ADI Rnk |
|---|---|---|---|---|---|
| ROSWELL | 55,800 | 98 | 54,700 | .07 | 184 |
| SACRAMENTO-STOCKTON | 880,700 | 97 | 851,200 | 1.02 | 21 |
| ST. JOSEPH | 50,300 | 98 | 49,500 | .06 | 190 |
| ST. LOUIS | 1,056,100 | 99 | 1,040,600 | 1.25 | 18 |
| SALINAS-MONTEREY | 192,200 | 96 | 184,800 | .22 | 110 |
| SALISBURY | 82,800 | 98 | 81,500 | .10 | 165 |
| SALT LAKE CITY | 544,800 | 98 | 533,400 | .64 | 42 |
| SAN ANGELO | 36,400 | 99 | 35,900 | .04 | 196 |
| SAN ANTONIO | 511,600 | 98 | 502,700 | .60 | 45 |
| SAN DIEGO | 743,500 | 97 | 723,400 | .87 | 26 |
| SAN FRANCISCO | 2,065,300 | 97 | 1,998,500 | 2.39 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 183,200 | 96 | 176,000 | .21 | 116 |
| SAVANNAH | 196,500 | 98 | 192,700 | .23 | 107 |
| SEATTLE-TACOMA | 1,147,300 | 97 | 1,110,400 | 1.33 | 16 |
| SELMA | 17,900 | 98 | 17,600 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 449,100 | 98 | 440,500 | .53 | 55 |
| SIOUX CITY | 151,100 | 99 | 149,300 | .18 | 137 |
| SIOUX FALLS-MITCHELL | 234,700 | 99 | 231,800 | .28 | 95 |
| SOUTH BEND-ELKHART | 286,800 | 98 | 281,300 | .34 | 80 |
| SPOKANE | 338,400 | 97 | 326,900 | .39 | 75 |
| SPRINGFIELD, MA | 235,200 | 98 | 230,700 | .28 | 96 |
| SPRINGFIELD, MO | 281,100 | 98 | 274,400 | .33 | 82 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 336,800 | 98 | 329,300 | .39 | 74 |
| SYRACUSE | 365,500 | 98 | 358,800 | .43 | 67 |
| TALLAHASSEE | 158,900 | 98 | 155,700 | .19 | 127 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 1,090,100 | 99 | 1,077,600 | 1.29 | 17 |
| TERRE HAUTE | 166,700 | 98 | 162,900 | .20 | 123 |
| TOLEDO | 411,300 | 99 | 405,800 | .49 | 60 |
| TOPEKA | 134,400 | 98 | 132,100 | .16 | 143 |
| TRAVERSE CITY-CADILLAC | 155,100 | 97 | 151,000 | .18 | 132 |
| TUCSON | 265,900 | 98 | 259,800 | .31 | 87 |
| TULSA | 436,000 | 99 | 430,800 | .52 | 57 |
| TUSCALOOSA | 50,800 | 99 | 50,200 | .06 | 187 |
| TWIN FALLS | 27,100 | 99 | 26,700 | .03 | 203 |
| TYLER | 97,100 | 98 | 95,200 | .11 | 160 |
| UTICA | 103,100 | 98 | 101,200 | .12 | 158 |
| VICTORIA | 25,500 | 98 | 25,000 | .03 | 205 |
| WACO-TEMPLE | 220,100 | 99 | 216,800 | .26 | 97 |
| WASHINGTON, DC | 1,522,900 | 99 | 1,510,100 | 1.81 | 8 |
| WATERTOWN-CARTHAGE | 77,500 | 98 | 76,100 | .09 | 169 |
| WAUSAU-RHINELANDER | 158,000 | 98 | 154,800 | .19 | 130 |
| WEST PALM BEACH | 373,800 | 99 | 368,500 | .44 | 64 |
| WHEELING-STEUBENVILLE | 157,300 | 99 | 155,000 | .19 | 129 |
| WICHITA-HUTCHINSON | 418,200 | 99 | 413,000 | .49 | 59 |
| WICHITA FALLS-LAWTON | 156,700 | 99 | 155,300 | .19 | 128 |
| WILKES BARRE-SCRANTON | 482,000 | 98 | 471,600 | .57 | 50 |
| WILMINGTON | 126,000 | 98 | 123,600 | .15 | 151 |
| YAKIMA | 176,200 | 96 | 168,500 | .20 | 120 |
| YOUNGSTOWN | 280,500 | 99 | 277,000 | .33 | 81 |
| ZANESVILLE | 31,100 | 98 | 30,500 | .04 | 198 |
| TOTAL U.S. | 84,939,900 | 98 | 83,462,600 | | |

## NON-ADI MARKET ALPHABETICAL LISTING

| Non-ADI Market | ADI Assignment | Home County TV HH |
|---|---|---|
| AKRON | CLEVELAND | 190,900 |
| ALLENTOWN | PHILADELPHIA | 105,200 |
| ANN ARBOR | DETROIT | 97,400 |
| BELLINGHAM | SEATTLE-TAKOMA | 42,100 |
| CANTON | CLEVELAND | 137,300 |
| CHARLOTTESVILLE | RICHMOND | 37,200 |
| CORONA | LOS ANGELES | 206,700 |
| DUBUQUE | CEDAR RAPIDS-WATERLOO | 31,100 |
| FAYETTEVILLE, NC | RALEIGH-DURHAM | 80,500 |
| FLAGSTAFF | PHOENIX | 23,400 |
| FT. LAUDERDALE | MIAMI | 472,300 |
| FT. PIERCE-VERO BEACH | WEST PALM BEACH | 37,700 |
| HAGERSTOWN | WASHINGTON, DC | 41,600 |
| HANFORD | FRESNO | 24,100 |
| HARTFORD, VT-HANOVER, NH | BURLINGTON-PLATTSBURGH | 19,900 |
| HAZARD | LEXINGTON | 11,400 |
| HICKORY | CHARLOTTE | 39,800 |
| MANCHESTER | BOSTON | 103,000 |
| MILES CITY | SALT LAKE CITY | 4,900 |
| MODESTO | SACRAMENTO-STOCKTON | 101,200 |
| POUGHKEEPSIE | NEW YORK | 83,900 |
| READING | PHILADELPHIA | 117,100 |
| ROCK SPRINGS | SALT LAKE CITY | 16,100 |
| SAN BERNARDINO-FONTANA | LOS ANGELES | 331,100 |
| SAN JOSE | SAN FRANCISCO | 481,400 |
| SANTA ROSA | SAN FRANCISCO | 124,800 |
| SARASOTA | TAMPA-ST. PETERSBURG | 99,400 |
| SPRINGFIELD, OH | DAYTON | 54,000 |
| VALDOSTA | TALLAHASSEE | 24,100 |
| VISALIA | FRESNO | 85,100 |
| WILDWOOD | PHILADELPHIA | 35,100 |
| WORCESTER | BOSTON | 231,900 |

## ABILENE-SWEETWATER

ADI TVHH RANK 155 — % OF US TVHH .13%

| | | | |
|---|---|---|---|
| D | BROWN | TX | 13,300 |
| B | CALLAHAN | TX | 4,400 |
| D | COKE | TX | 1,300 |
| D | COLEMAN | TX | 4,200 |
| D | CONCHO | TX | 1,100 |
| D | EASTLAND | TX | 7,800 |
| D | FISHER | TX | 2,200 |
| D | HASKELL | TX | 3,000 |
| B | JONES | TX | 6,500 |
| D | KING | TX | 200 |
| D | MC CULLOCH | TX | 3,300 |
| D | MENARD | TX | 800 |
| D | MITCHELL | TX | 3,200 |
| B | NOLAN | TX | 6,500 |
| D | RUNNELS | TX | 4,400 |
| D | SHACKELFORD | TX | 1,500 |
| D | STEPHENS | TX | 4,100 |
| D | STERLING | TX | 400 |
| D | STONEWALL | TX | 1,000 |
| B | TAYLOR | TX | 40,800 |

ADI TOTAL TVHH 110,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 58,200 | 52.9% |
| C | | | |
| D | 16 | 51,800 | 47.1% |

## ALBANY, GA

ADI TVHH RANK 149 — % OF US TVHH .15%

| | | | |
|---|---|---|---|
| D | ATKINSON | GA | 1,900 |
| D | BAKER | GA | 1,200 |
| D | BEN HILL | GA | 6,000 |
| D | BERRIEN | GA | 4,800 |
| D | COFFEE | GA | 9,300 |
| D | COLQUITT | GA | 12,800 |
| D | COOK | GA | 4,700 |
| D | CRISP | GA | 6,900 |
| C | DOUGHERTY | GA | 35,100 |
| D | IRWIN | GA | 3,200 |
| D | LANIER | GA | 2,000 |
| C | LEE | GA | 4,100 |
| D | MILLER | GA | 2,600 |
| D | MITCHELL | GA | 6,600 |
| D | TELFAIR | GA | 4,100 |
| D | TIFT | GA | 11,300 |
| D | TURNER | GA | 3,000 |
| D | WILCOX | GA | 2,600 |
| D | WORTH | GA | 6,000 |

ADI TOTAL TVHH 128,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 39,200 | 30.6% |
| D | 17 | 89,000 | 69.4% |

## ALBANY-SCHENECTADY-TROY

ADI TVHH RANK 52 — % OF US TVHH .56%

| | | | |
|---|---|---|---|
| C | BERKSHIRE | MA | 52,800 |
| B | ALBANY | NY | 108,300 |
| C | COLUMBIA | NY | 22,200 |
| C | FULTON | NY | 20,700 |
| C | GREENE | NY | 16,000 |
| D | HAMILTON | NY | 1,800 |
| B | MONTGOMERY | NY | 19,500 |
| B | RENSSELAER | NY | 53,200 |
| B | SARATOGA | NY | 56,100 |
| B | SCHENECTADY | NY | 55,500 |
| D | SCHOHARIE | NY | 10,200 |
| C | WARREN | NY | 19,800 |
| C | WASHINGTON | NY | 18,200 |
| D | BENNINGTON | VT | 12,700 |

ADI TOTAL TVHH 467,000

## ALBANY-SCHENECTADY-TROY (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 292,600 | 62.7% |
| C | 6 | 149,700 | 32.1% |
| D | 3 | 24,700 | 5.3% |

## ALBUQUERQUE

ADI TVHH RANK 68 — % OF US TVHH .43%

| | | | |
|---|---|---|---|
| C | APACHE NORTH | AZ | 10,200 |
| D | ARCHULETA | CO | 1,400 |
| D | CONEJOS | CO | 2,300 |
| D | COSTILLA | CO | 900 |
| D | LA PLATA | CO | 10,400 |
| D | MINERAL | CO | 300 |
| D | MONTEZUMA | CO | 5,800 |
| D | RIO GRANDE | CO | 3,200 |
| D | SAGUACHE | CO | 1,300 |
| B | BERNALILLO | NM | 167,400 |
| D | CIBOLA | NM | 10,100 |
| D | COLFAX | NM | 4,900 |
| D | GRANT | NM | 8,900 |
| D | GUADALUPE | NM | 1,400 |
| D | HARDING | NM | 400 |
| D | LINCOLN | NM | 4,500 |
| D | LOS ALAMOS | NM | 6,600 |
| C | MC KINLEY | NM | 15,500 |
| D | MORA | NM | 1,200 |
| C | OTERO | NM | 15,100 |
| D | RIO ARRIBA | NM | 9,200 |
| D | SAN MIGUEL | NM | 7,100 |
| B | SANDOVAL | NM | 11,800 |
| C | SANTA FE | NM | 29,000 |
| D | SIERRA | NM | 3,700 |
| D | SOCORRO | NM | 4,400 |
| D | TAOS | NM | 6,300 |
| D | TORRANCE | NM | 2,800 |
| D | VALENCIA | NM | 11,700 |

ADI TOTAL TVHH 357,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 179,200 | 50.1% |
| C | 4 | 69,800 | 19.5% |
| D | 23 | 108,800 | 30.4% |

## ALEXANDRIA, LA

ADI TVHH RANK 174 — % OF US TVHH .08%

| | | | |
|---|---|---|---|
| C | AVOYELLES | LA | 14,100 |
| D | GRANT | LA | 6,100 |
| C | RAPIDES | LA | 47,300 |

ADI TOTAL TVHH 67,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 61,400 | 91.0% |
| D | 1 | 6,100 | 9.0% |

## ALEXANDRIA, MN

ADI TVHH RANK 166 — % OF US TVHH .10%

| | | | |
|---|---|---|---|
| D | BELTRAMI | MN | 10,400 |
| D | CASS | MN | 7,600 |
| D | DOUGLAS | MN | 10,900 |
| D | GRANT | MN | 2,700 |
| D | HUBBARD | MN | 5,300 |
| C | OTTER TAIL | MN | 19,200 |
| D | POPE | MN | 4,400 |
| D | STEVENS | MN | 3,800 |
| D | TODD | MN | 8,800 |
| D | TRAVERSE | MN | 1,900 |
| D | WADENA | MN | 4,900 |

ADI TOTAL TVHH 79,900

## ALEXANDRIA, MN (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 19,200 | 24.0% |
| D | 10 | 60,700 | 76.0% |

## ALPENA

ADI TVHH RANK 209 — % OF US TVHH .01%

| | | | |
|---|---|---|---|
| D | ALPENA | MI | 11,500 |

ADI TOTAL TVHH 11,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | | | |
| D | 1 | 11,500 | 100.0% |

## AMARILLO

ADI TVHH RANK 114 — % OF US TVHH .21%

| | | | |
|---|---|---|---|
| D | MORTON | KS | 1,200 |
| C | CURRY | NM | 14,900 |
| D | QUAY | NM | 4,000 |
| D | UNION | NM | 1,600 |
| D | CIMARRON | OK | 1,400 |
| D | ROGER MILLS | OK | 1,900 |
| D | TEXAS | OK | 6,500 |
| D | ARMSTRONG | TX | 800 |
| D | BRISCOE | TX | 1,000 |
| D | CARSON | TX | 2,500 |
| D | CASTRO | TX | 3,300 |
| D | CHILDRESS | TX | 2,700 |
| D | COLLINGSWORTH | TX | 1,700 |
| D | COTTLE | TX | 1,200 |
| D | DALLAM | TX | 2,400 |
| D | DEAF SMITH | TX | 6,700 |
| D | DONLEY | TX | 1,600 |
| D | GRAY | TX | 10,400 |
| D | HALL | TX | 2,100 |
| D | HANSFORD | TX | 2,300 |
| D | HARTLEY | TX | 1,500 |
| D | HEMPHILL | TX | 2,100 |
| D | HUTCHINSON | TX | 10,300 |
| D | LIPSCOMB | TX | 1,400 |
| D | MOORE | TX | 6,000 |
| D | OCHILTREE | TX | 3,500 |
| D | OLDHAM | TX | 700 |
| D | PARMER | TX | 3,500 |
| B | POTTER | TX | 39,700 |
| B | RANDALL | TX | 30,500 |
| D | ROBERTS | TX | 400 |
| D | SHERMAN | TX | 1,100 |
| D | SWISHER | TX | 3,300 |
| D | WHEELER | TX | 2,900 |

ADI TOTAL TVHH 177,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 70,200 | 39.6% |
| C | 1 | 14,900 | 8.4% |
| D | 31 | 92,000 | 51.9% |

## ANNISTON

ADI TVHH RANK 192 — % OF US TVHH .05%

| | | | |
|---|---|---|---|
| C | CALHOUN | AL | 41,800 |

ADI TOTAL TVHH 41,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 41,800 | 100.0% |
| D | | | |

# COUNTIES IN ADI MARKETS

## ARDMORE-ADA

ADI TVHH RANK 172 % OF US TVHH .08%

| | | | |
|---|---|---|---|
| D | ATOKA | OK | 4,500 |
| D | BRYAN | OK | 12,000 |
| C | CARTER | OK | 16,900 |
| D | CHOCTAW | OK | 6,300 |
| D | COAL | OK | 2,300 |
| D | JOHNSTON | OK | 4,000 |
| D | MARSHALL | OK | 4,600 |
| D | PONTOTOC | OK | 12,900 |
| D | PUSHMATAHA | OK | 4,700 |

ADI TOTAL TVHH 68,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 16,900 | 24.8% |
| D | 8 | 51,300 | 75.2% |

## ATLANTA

ADI TVHH RANK 19 % OF US TVHH 1.34%

| | | | |
|---|---|---|---|
| D | CHEROKEE | AL | 6,700 |
| D | CLEBURNE | AL | 4,700 |
| D | BANKS | GA | 3,200 |
| D | BARROW | GA | 8,000 |
| C | BARTOW | GA | 14,700 |
| A | BUTTS | GA | 4,200 |
| C | CARROLL | GA | 20,200 |
| D | CHATTOOGA | GA | 7,900 |
| A | CHEROKEE | GA | 19,100 |
| C | CLARKE | GA | 28,000 |
| A | CLAYTON | GA | 56,800 |
| A | COBB | GA | 122,200 |
| C | COWETA | GA | 14,100 |
| D | DAWSON | GA | 1,700 |
| A | DE KALB | GA | 186,700 |
| A | DOUGLAS | GA | 19,700 |
| A | FAYETTE | GA | 11,400 |
| C | FLOYD | GA | 29,800 |
| A | FORSYTH | GA | 10,900 |
| A | FULTON | GA | 229,900 |
| D | GILMER | GA | 4,100 |
| D | GORDON | GA | 11,000 |
| B | GREENE | GA | 3,800 |
| A | GWINNETT | GA | 66,000 |
| B | HABERSHAM | GA | 9,000 |
| C | HALL | GA | 28,300 |
| D | HARALSON | GA | 6,700 |
| D | HEARD | GA | 2,200 |
| A | HENRY | GA | 13,100 |
| B | JACKSON | GA | 9,100 |
| B | JASPER | GA | 2,700 |
| B | LAMAR | GA | 4,200 |
| D | LUMPKIN | GA | 3,600 |
| D | MERIWETHER | GA | 7,000 |
| B | MONROE | GA | 5,100 |
| D | MORGAN | GA | 3,800 |
| A | NEWTON | GA | 11,900 |
| D | OCONEE | GA | 4,800 |
| D | OGLETHORPE | GA | 3,100 |
| A | PAULDING | GA | 9,700 |
| D | PICKENS | GA | 4,500 |
| D | PIKE | GA | 3,000 |
| D | POLK | GA | 11,800 |
| B | PUTNAM | GA | 3,600 |
| D | RABUN | GA | 4,100 |
| A | ROCKDALE | GA | 13,300 |
| C | SPALDING | GA | 17,100 |
| D | TOWNS | GA | 2,300 |
| C | TROUP | GA | 18,200 |
| D | UNION | GA | 3,600 |
| D | UPSON | GA | 9,400 |
| A | WALTON | GA | 10,900 |
| B | WHITE | GA | 3,700 |
| D | CLAY | NC | 2,800 |

ADI TOTAL TVHH 1,117,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 15 | 785,800 | 70.3% |
| B | | | |
| C | 8 | 170,400 | 15.2% |
| D | 31 | 161,200 | 14.4% |

## AUGUSTA

ADI TVHH RANK 103 % OF US TVHH .24%

| | | | |
|---|---|---|---|
| D | BURKE | GA | 6,300 |
| B | COLUMBIA | GA | 15,100 |
| D | EMANUEL | GA | 7,100 |
| D | GLASCOCK | GA | 800 |
| D | HANCOCK | GA | 2,700 |
| D | JEFFERSON | GA | 6,300 |
| D | JENKINS | GA | 2,800 |
| D | LINCOLN | GA | 2,200 |
| D | MC DUFFIE | GA | 6,700 |
| B | RICHMOND | GA | 63,300 |
| D | SCREVEN | GA | 5,000 |
| D | TALIAFERRO | GA | 800 |
| D | WARREN | GA | 2,000 |
| D | WASHINGTON | GA | 6,200 |
| D | WILKES | GA | 3,800 |
| B | AIKEN | SC | 38,700 |
| D | ALLENDALE | SC | 3,600 |
| D | BAMBERG | SC | 5,700 |
| D | BARNWELL | SC | 6,800 |
| D | EDGEFIELD | SC | 6,000 |
| D | MC CORMICK | SC | 2,300 |
| D | SALUDA | SC | 5,500 |

ADI TOTAL TVHH 199,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 117,100 | 58.6% |
| C | | | |
| D | 19 | 82,600 | 41.4% |

## AUSTIN, TX

ADI TVHH RANK 85 % OF US TVHH .31%

| | | | |
|---|---|---|---|
| D | BASTROP | TX | 9,500 |
| D | BURNET | TX | 7,700 |
| D | CALDWELL | TX | 7,700 |
| D | FAYETTE | TX | 7,400 |
| B | HAYS | TX | 14,000 |
| D | LEE | TX | 4,000 |
| D | LLANO | TX | 4,600 |
| D | MASON | TX | 1,400 |
| B | TRAVIS | TX | 177,600 |
| B | WILLIAMSON | TX | 28,100 |

ADI TOTAL TVHH 262,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 219,700 | 83.9% |
| C | | | |
| D | 7 | 42,300 | 16.1% |

## BAKERSFIELD

ADI TVHH RANK 150 % OF US TVHH .15%

| | | | |
|---|---|---|---|
| B | KERN WEST | CA | 125,100 |

ADI TOTAL TVHH 125,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 125,100 | 100.0% |
| C | | | |
| D | | | |

## BALTIMORE

ADI TVHH RANK 20 % OF US TVHH 1.03%

| | | | |
|---|---|---|---|
| A | ANNE ARUNDEL | MD | 132,700 |
| A | BALTIMORE | MD | 250,900 |
| A | BALTIMORE CITY | MD | 274,000 |
| D | CAROLINE | MD | 8,700 |
| A | CARROLL | MD | 34,000 |
| C | CECIL | MD | 20,700 |
| D | DORCHESTER | MD | 11,400 |
| A | HARFORD | MD | 50,600 |
| A | HOWARD | MD | 47,700 |
| D | KENT | MD | 6,300 |
| D | QUEEN ANNES | MD | 9,500 |
| D | TALBOT | MD | 10,400 |

ADI TOTAL TVHH 856,900

## BALTIMORE (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 6 | 789,900 | 92.2% |
| B | | | |
| C | 1 | 20,700 | 2.4% |
| D | 5 | 46,300 | 5.4% |

## BANGOR

ADI TVHH RANK 156 % OF US TVHH .13%

| | | | |
|---|---|---|---|
| C | HANCOCK | ME | 16,300 |
| C | PENOBSCOT | ME | 47,700 |
| D | PISCATAQUIS | ME | 6,500 |
| C | SOMERSET | ME | 15,800 |
| D | WALDO | ME | 10,400 |
| D | WASHINGTON | ME | 12,700 |

ADI TOTAL TVHH 109,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 79,800 | 72.9% |
| D | 3 | 29,600 | 27.1% |

## BATON ROUGE

ADI TVHH RANK 92 % OF US TVHH .29%

| | | | |
|---|---|---|---|
| B | ASCENSION | LA | 16,600 |
| D | ASSUMPTION | LA | 6,600 |
| B | EAST BATON ROUGE | LA | 136,700 |
| D | EAST FELICIANA | LA | 5,200 |
| D | IBERVILLE | LA | 9,800 |
| B | LIVINGSTON | LA | 20,500 |
| D | POINTE COUPEE | LA | 8,100 |
| D | ST HELENA | LA | 3,000 |
| C | ST MARY | LA | 20,900 |
| B | WEST BATON ROUGE | LA | 6,000 |
| D | WEST FELICIANA | LA | 2,500 |
| D | AMITE | MS | 4,300 |
| D | WILKINSON | MS | 3,100 |

ADI TOTAL TVHH 243,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 179,800 | 73.9% |
| C | 1 | 20,900 | 8.6% |
| D | 8 | 42,600 | 17.5% |

## BEAUMONT-PORT ARTHUR

ADI TVHH RANK 121 % OF US TVHH .20%

| | | | |
|---|---|---|---|
| B | HARDIN | TX | 14,800 |
| D | JASPER | TX | 11,600 |
| B | JEFFERSON | TX | 93,500 |
| D | NEWTON | TX | 4,800 |
| B | ORANGE | TX | 30,000 |
| D | SABINE | TX | 3,500 |
| D | SAN AUGUSTINE | TX | 3,300 |
| D | TYLER | TX | 6,200 |

ADI TOTAL TVHH 167,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 138,300 | 82.5% |
| C | | | |
| D | 5 | 29,400 | 17.5% |

## BEND

ADI TVHH RANK 204 % OF US TVHH .03%

| | | | |
|---|---|---|---|
| C | DESCHUTES | OR | 25,400 |

ADI TOTAL TVHH 25,400

## BEND (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 25,400 | 100.0% |
| D | | | |

## BILLINGS-HARDIN

ADI TVHH RANK 167 % OF US TVHH .09%

| | | | |
|---|---|---|---|
| D | BIG HORN | MT | 3,200 |
| D | CARBON | MT | 3,300 |
| D | GARFIELD | MT | 500 |
| D | GOLDEN VALLEY | MT | 400 |
| D | MUSSELSHELL | MT | 1,800 |
| D | PARK | MT | 5,200 |
| D | PETROLEUM | MT | 200 |
| D | ROSEBUD | MT | 3,400 |
| D | STILLWATER | MT | 2,100 |
| D | SWEET GRASS | MT | 1,200 |
| D | TREASURE | MT | 400 |
| D | WHEATLAND | MT | 900 |
| C | YELLOWSTONE | MT | 43,400 |
| D | BIG HORN | WY | 4,200 |
| D | PARK | WY | 8,100 |

ADI TOTAL TVHH 78,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 43,400 | 55.4% |
| D | 14 | 34,900 | 44.6% |

## BILOXI-GULFPORT-PASCAGOULA

ADI TVHH RANK 179 % OF US TVHH .07%

| | | | |
|---|---|---|---|
| B | HARRISON | MS | 55,700 |
| D | STONE | MS | 3,200 |

ADI TOTAL TVHH 58,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 55,700 | 94.6% |
| C | | | |
| D | 1 | 3,200 | 5.4% |

## BINGHAMTON

ADI TVHH RANK 135 % OF US TVHH .18%

| | | | |
|---|---|---|---|
| B | BROOME | NY | 77,200 |
| C | CHENANGO | NY | 17,300 |
| C | DELAWARE | NY | 16,300 |
| B | TIOGA | NY | 17,300 |
| C | BRADFORD | PA | 22,100 |

ADI TOTAL TVHH 150,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 94,500 | 62.9% |
| C | 3 | 55,700 | 37.1% |
| D | | | |

## BIRMINGHAM

ADI TVHH RANK 47 % OF US TVHH .59%

| | | | |
|---|---|---|---|
| D | BIBB | AL | 5,600 |
| C | BLOUNT | AL | 13,600 |
| D | CHILTON | AL | 11,400 |
| D | CLAY | AL | 4,700 |
| D | COOSA | AL | 4,100 |
| C | CULLMAN | AL | 23,300 |
| C | ETOWAH | AL | 38,300 |
| D | FAYETTE | AL | 6,900 |
| D | GREENE | AL | 3,600 |
| D | HALE | AL | 5,000 |
| B | JEFFERSON | AL | 253,500 |
| D | MARION | AL | 11,400 |
| D | PERRY | AL | 4,500 |
| D | PICKENS | AL | 7,100 |

## BIRMINGHAM (Cont.)

| | | | |
|---|---|---|---|
| B | SHELBY | AL | 24,800 |
| B | ST CLAIR | AL | 15,300 |
| C | TALLADEGA | AL | 25,200 |
| B | WALKER | AL | 25,300 |
| D | WINSTON | AL | 8,200 |

ADI TOTAL TVHH 491,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 318,900 | 64.8% |
| C | 4 | 100,400 | 20.4% |
| D | 11 | 72,500 | 14.7% |

## BLUEFIELD-BECKLEY-OAK HILL

ADI TVHH RANK 131 % OF US TVHH .18%

| | | | |
|---|---|---|---|
| C | TAZEWELL | VA | 18,200 |
| C | FAYETTE | WV | 21,000 |
| C | GREENBRIER | WV | 14,100 |
| C | MC DOWELL | WV | 16,300 |
| C | MERCER | WV | 27,800 |
| D | MONROE | WV | 4,500 |
| C | RALEIGH | WV | 32,300 |
| D | SUMMERS | WV | 5,500 |
| C | WYOMING | WV | 12,100 |

ADI TOTAL TVHH 151,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 7 | 141,800 | 93.4% |
| D | 2 | 10,000 | 6.6% |

## BOISE

ADI TVHH RANK 126 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| B | ADA | ID | 71,100 |
| D | ADAMS | ID | 1,100 |
| D | BLAINE | ID | 4,600 |
| D | BOISE | ID | 1,400 |
| D | CAMAS | ID | 300 |
| B | CANYON | ID | 30,500 |
| D | ELMORE | ID | 7,300 |
| D | GEM | ID | 4,400 |
| D | GOODING | ID | 4,600 |
| D | OWYHEE | ID | 2,800 |
| D | PAYETTE | ID | 6,000 |
| D | VALLEY | ID | 2,100 |
| D | WASHINGTON | ID | 3,200 |
| D | BAKER | OR | 6,100 |
| D | GRANT | OR | 2,900 |
| D | MALHEUR | OR | 9,700 |

ADI TOTAL TVHH 158,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 101,600 | 64.3% |
| C | | | |
| D | 14 | 56,500 | 35.7% |

## BOSTON (MANCHESTER & WORCESTER)

ADI TVHH RANK 6 % OF US TVHH 2.31%

| | | | |
|---|---|---|---|
| B | BARNSTABLE | MA | 66,200 |
| A | ESSEX | MA | 233,400 |
| A | MIDDLESEX | MA | 484,000 |
| D | NANTUCKET | MA | 2,200 |
| A | NORFOLK | MA | 214,600 |
| B | PLYMOUTH | MA | 142,100 |
| A | SUFFOLK | MA | 244,300 |
| B | WORCESTER | MA | 231,900 |
| C | BELKNAP | NH | 17,100 |
| C | CHESHIRE | NH | 22,800 |
| B | HILLSBOROUGH | NH | 103,000 |
| C | MERRIMACK | NH | 36,800 |
| B | ROCKINGHAM | NH | 72,900 |
| C | STRAFFORD | NH | 31,300 |
| C | SULLIVAN | NH | 13,900 |
| C | WINDHAM | VT | 14,300 |

ADI TOTAL TVHH 1,930,800

## BOSTON (MANCHESTER & WORCESTER) (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 4 | 1,176,300 | 60.9% |
| B | 5 | 616,100 | 31.9% |
| C | 6 | 136,200 | 7.1% |
| D | 1 | 2,200 | .1% |

## BOWLING GREEN

ADI TVHH RANK 185 % OF US TVHH .06%

| | | | |
|---|---|---|---|
| D | ADAIR | KY | 5,700 |
| D | BUTLER | KY | 3,900 |
| D | EDMONSON | KY | 3,400 |
| D | HART | KY | 5,600 |
| D | METCALFE | KY | 3,400 |
| D | RUSSELL | KY | 5,400 |
| C | WARREN | KY | 26,800 |

ADI TOTAL TVHH 54,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 26,800 | 49.4% |
| D | 6 | 27,400 | 50.6% |

## BRISTOL-KINGSPORT-JOHNSON CITY

ADI TVHH RANK 84 % OF US TVHH .32%

| | | | |
|---|---|---|---|
| D | LETCHER | KY | 10,800 |
| B | CARTER | TN | 19,100 |
| C | GREENE | TN | 20,100 |
| B | HAWKINS | TN | 16,400 |
| D | JOHNSON | TN | 5,000 |
| B | SULLIVAN | TN | 54,900 |
| B | UNICOI | TN | 6,100 |
| B | WASHINGTON | TN | 33,300 |
| C | BUCHANAN | VA | 12,500 |
| D | DICKENSON | VA | 6,900 |
| D | LEE | VA | 9,400 |
| D | RUSSELL | VA | 11,700 |
| B | SCOTT | VA | 8,600 |
| D | SMYTH | VA | 11,800 |
| B | WASHINGTON | VA | 24,100 |
| C | WISE | VA | 17,300 |

ADI TOTAL TVHH 268,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 7 | 162,500 | 60.6% |
| C | 3 | 49,900 | 18.6% |
| D | 6 | 55,600 | 20.7% |

## BUFFALO

ADI TVHH RANK 32 % OF US TVHH .76%

| | | | |
|---|---|---|---|
| C | ALLEGANY | NY | 17,100 |
| C | CATTARAUGUS | NY | 30,000 |
| C | CHAUTAUQUA | NY | 53,200 |
| B | ERIE | NY | 363,000 |
| C | GENESEE | NY | 20,400 |
| B | NIAGARA | NY | 81,500 |
| C | ORLEANS | NY | 13,200 |
| C | WYOMING | NY | 13,400 |
| C | MC KEAN | PA | 18,100 |
| D | POTTER | PA | 6,200 |
| C | WARREN | PA | 16,700 |

ADI TOTAL TVHH 632,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 444,500 | 70.2% |
| C | 8 | 182,100 | 28.8% |
| D | 1 | 6,200 | 1.0% |

## BURLINGTON-PLATTSBURGH (HARTFORD, VT-HANOVER, NH)

ADI TVHH RANK 94 % OF US TVHH .28%

| | | | |
|---|---|---|---|
| C | GRAFTON | NH | 24,400 |
| B | CLINTON | NY | 26,200 |

# COUNTIES IN ADI MARKETS

## BURLINGTON-PLATTSBURGH (HARTFORD, VT-HANOVER, NH) (Cont.)

| | | | |
|---|---|---|---|
| B | ESSEX | NY | 13,300 |
| C | FRANKLIN | NY | 15,300 |
| D | ADDISON | VT | 9,900 |
| D | CALEDONIA | VT | 9,600 |
| B | CHITTENDEN | VT | 40,800 |
| B | FRANKLIN | VT | 12,100 |
| B | GRAND ISLE | VT | 1,900 |
| D | LAMOILLE | VT | 6,400 |
| D | ORANGE | VT | 8,400 |
| D | ORLEANS | VT | 8,600 |
| C | RUTLAND | VT | 21,400 |
| C | WASHINGTON | VT | 19,400 |
| C | WINDSOR | VT | 19,900 |

ADI TOTAL TVHH 237,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 94,300 | 39.7% |
| C | 5 | 100,400 | 42.3% |
| D | 5 | 42,900 | 18.1% |

## CASPER-RIVERTON

ADI TVHH RANK 180 % OF US TVHH .07%

| | | | |
|---|---|---|---|
| D | CONVERSE | WY | 5,300 |
| C | FREMONT | WY | 14,300 |
| D | HOT SPRINGS | WY | 2,100 |
| D | JOHNSON | WY | 2,500 |
| C | NATRONA | WY | 28,500 |
| D | NIOBRARA | WY | 1,200 |
| D | WASHAKIE | WY | 3,500 |

ADI TOTAL TVHH 57,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 42,800 | 74.6% |
| D | 5 | 14,600 | 25.4% |

## CEDAR RAPIDS-WATERLOO (DUBUQUE)

ADI TVHH RANK 76 % OF US TVHH .38%

| | | | |
|---|---|---|---|
| D | ALLAMAKEE | IA | 5,200 |
| B | BENTON | IA | 9,000 |
| B | BLACK HAWK | IA | 50,200 |
| D | BREMER | IA | 8,900 |
| B | BUCHANAN | IA | 7,900 |
| D | BUTLER | IA | 6,500 |
| D | CHICKASAW | IA | 5,500 |
| D | CLAYTON | IA | 7,800 |
| D | DELAWARE | IA | 6,400 |
| C | DUBUQUE | IA | 31,100 |
| D | FAYETTE | IA | 9,300 |
| D | GRUNDY | IA | 5,500 |
| D | HOWA | IA | 5,800 |
| D | JEFFERSON | IA | 5,900 |
| C | JOHNSON | IA | 31,900 |
| D | JONES | IA | 7,100 |
| D | KEOKUK | IA | 4,800 |
| B | LINN | IA | 64,600 |
| D | TAMA | IA | 7,000 |
| D | WASHINGTON | IA | 7,400 |
| D | WINNESHIEK | IA | 7,300 |
| D | CRAWFORD | WI | 5,900 |
| C | GRANT | WI | 17,000 |

ADI TOTAL TVHH 318,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 131,700 | 41.4% |
| C | 3 | 80,000 | 25.2% |
| D | 16 | 106,300 | 33.4% |

## CHARLESTON, SC

ADI TVHH RANK 111 % OF US TVHH .22%

| | | | |
|---|---|---|---|
| B | BERKELEY | SC | 32,400 |
| B | CHARLESTON | SC | 94,900 |
| D | COLLETON | SC | 10,600 |
| B | DORCHESTER | SC | 20,600 |
| C | GEORGETOWN | SC | 14,300 |
| C | WILLIAMSBURG | SC | 11,800 |

ADI TOTAL TVHH 184,600

## CHARLESTON, SC (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 147,900 | 80.1% |
| C | 2 | 26,100 | 14.1% |
| D | 1 | 10,600 | 5.7% |

## CHARLESTON-HUNTINGTON

ADI TVHH RANK 43 % OF US TVHH .63%

| | | | |
|---|---|---|---|
| B | BOYD | KY | 21,000 |
| D | CARTER | KY | 8,700 |
| D | ELLIOTT | KY | 2,500 |
| C | FLOYD | KY | 17,600 |
| B | GREENUP | KY | 13,700 |
| D | JOHNSON | KY | 8,900 |
| D | KNOTT | KY | 5,800 |
| D | LAWRENCE | KY | 5,000 |
| D | LEWIS | KY | 5,000 |
| D | MAGOFFIN | KY | 4,600 |
| D | MARTIN | KY | 4,500 |
| D | MORGAN | KY | 4,200 |
| C | PIKE | KY | 28,800 |
| C | ATHENS | OH | 18,600 |
| D | GALLIA | OH | 10,800 |
| D | JACKSON | OH | 11,000 |
| B | LAWRENCE | OH | 22,900 |
| D | MEIGS | OH | 8,800 |
| D | PIKE | OH | 8,000 |
| C | SCIOTO | OH | 30,000 |
| D | VINTON | OH | 4,100 |
| C | WASHINGTON | OH | 23,100 |
| D | BOONE | WV | 10,900 |
| B | CABELL | WV | 41,100 |
| D | CALHOUN | WV | 3,100 |
| D | CLAY | WV | 3,900 |
| D | JACKSON | WV | 9,200 |
| B | KANAWHA | WV | 89,100 |
| B | LINCOLN | WV | 8,100 |
| C | LOGAN | WV | 17,000 |
| D | MASON | WV | 9,900 |
| C | MINGO | WV | 12,500 |
| D | NICHOLAS | WV | 10,100 |
| B | PUTNAM | WV | 14,200 |
| D | ROANE | WV | 5,700 |
| B | WAYNE | WV | 16,800 |
| D | WEBSTER | WV | 4,400 |
| D | WIRT | WV | 1,700 |

ADI TOTAL TVHH 525,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 8 | 226,900 | 43.2% |
| C | 7 | 147,600 | 28.1% |
| D | 23 | 150,800 | 28.7% |

## CHARLOTTE (HICKORY)

ADI TVHH RANK 31 % OF US TVHH .76%

| | | | |
|---|---|---|---|
| D | ALEXANDER | NC | 9,300 |
| D | ANSON | NC | 8,700 |
| D | ASHE | NC | 8,400 |
| D | AVERY | NC | 5,000 |
| C | BURKE | NC | 27,400 |
| C | CABARRUS | NC | 32,200 |
| C | CALDWELL | NC | 25,000 |
| C | CATAWBA | NC | 39,800 |
| C | CLEVELAND | NC | 29,900 |
| B | GASTON | NC | 58,600 |
| C | IREDELL | NC | 30,700 |
| C | LINCOLN | NC | 16,000 |
| B | MECKLENBURG | NC | 156,700 |
| C | RICHMOND | NC | 16,900 |
| C | ROWAN | NC | 37,600 |
| C | STANLY | NC | 18,300 |
| B | UNION | NC | 24,500 |
| D | WATAUGA | NC | 11,700 |
| D | CHESTER | SC | 10,100 |
| C | CHESTERFIELD | SC | 13,400 |
| C | LANCASTER | SC | 19,000 |
| C | YORK | SC | 37,500 |

ADI TOTAL TVHH 636,700

## CHARLOTTE (HICKORY) (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 239,800 | 37.7% |
| C | 13 | 343,700 | 54.0% |
| D | 6 | 53,200 | 8.4% |

## CHATTANOOGA

ADI TVHH RANK 79 % OF US TVHH .34%

| | | | |
|---|---|---|---|
| C | JACKSON | AL | 19,100 |
| B | CATOOSA | GA | 13,700 |
| B | DADE | GA | 4,200 |
| D | FANNIN | GA | 5,700 |
| D | MURRAY | GA | 7,300 |
| B | WALKER | GA | 20,400 |
| C | WHITFIELD | GA | 23,900 |
| D | CHEROKEE | NC | 7,200 |
| D | BLEDSOE | TN | 3,200 |
| C | BRADLEY | TN | 25,200 |
| D | GRUNDY | TN | 4,700 |
| B | HAMILTON | TN | 108,600 |
| B | MARION | TN | 9,000 |
| C | MCMINN | TN | 15,400 |
| D | MEIGS | TN | 2,800 |
| D | POLK | TN | 4,800 |
| D | RHEA | TN | 9,000 |
| B | SEQUATCHIE | TN | 3,200 |

ADI TOTAL TVHH 287,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 159,100 | 55.4% |
| C | 4 | 83,600 | 29.1% |
| D | 8 | 44,700 | 15.6% |

## CHEYENNE

ADI TVHH RANK 189 % OF US TVHH .06%

| | | | |
|---|---|---|---|
| D | BANNER | NE | 300 |
| D | DEUEL | NE | 1,000 |
| D | MORRILL | NE | 2,200 |
| C | SCOTTS BLUFF | NE | 14,200 |
| D | GOSHEN | WY | 4,600 |
| C | LARAMIE | WY | 27,300 |

ADI TOTAL TVHH 49,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 41,500 | 83.7% |
| D | 4 | 8,100 | 16.3% |

## CHICAGO

ADI TVHH RANK 3 % OF US TVHH 3.59%

| | | | |
|---|---|---|---|
| A | COOK | IL | 1,865,700 |
| C | DEKALB | IL | 25,200 |
| A | DUPAGE | IL | 248,800 |
| D | GRUNDY | IL | 11,500 |
| D | IROQUOIS | IL | 12,100 |
| A | KANE | IL | 98,200 |
| C | KANKAKEE | IL | 36,400 |
| C | KENDALL | IL | 13,600 |
| C | LA SALLE | IL | 41,400 |
| A | LAKE | IL | 149,900 |
| C | LIVINGSTON | IL | 14,200 |
| A | MCHENRY | IL | 53,900 |
| A | WILL | IL | 111,900 |
| D | JASPER | IN | 8,900 |
| C | LA PORTE | IN | 38,400 |
| A | LAKE | IN | 176,200 |
| D | NEWTON | IN | 5,500 |
| A | PORTER | IN | 43,300 |
| C | KENOSHA | WI | 44,600 |

ADI TOTAL TVHH 2,999,700

# COUNTIES IN ADI MARKETS

## CHICAGO (Cont.)

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | 8 | 2,747,900 | 91.6% |
| B | | | |
| C | 7 | 213,800 | 7.1% |
| D | 4 | 38,000 | 1.3% |

## CHICO-REDDING

ADI TVHH RANK 140 — % OF US TVHH .17%

| | | |
|---|---|---|
| B BUTTE | CA | 61,400 |
| B GLENN | CA | 8,200 |
| D MODOC | CA | 3,300 |
| B SHASTA | CA | 47,500 |
| B TEHAMA | CA | 15,700 |
| D TRINITY | CA | 4,900 |

ADI TOTAL TVHH 141,000

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 132,800 | 94.2% |
| C | | | |
| D | 2 | 8,200 | 5.8% |

## CINCINNATI

ADI TVHH RANK 28 — % OF US TVHH .83%

| | | |
|---|---|---|
| A DEARBORN | IN | 12,100 |
| D FAYETTE | IN | 10,100 |
| D FRANKLIN | IN | 6,200 |
| D OHIO | IN | 2,000 |
| D RIPLEY | IN | 8,300 |
| B SWITZERLAND | IN | 2,700 |
| D UNION | IN | 2,300 |
| A BOONE | KY | 16,800 |
| D BRACKEN | KY | 2,700 |
| A CAMPBELL | KY | 28,900 |
| D CARROLL | KY | 3,400 |
| D GALLATIN | KY | 1,900 |
| D GRANT | KY | 4,700 |
| A KENTON | KY | 50,200 |
| D MASON | KY | 6,500 |
| D OWEN | KY | 3,400 |
| D PENDLETON | KY | 4,000 |
| D ROBERTSON | KY | 800 |
| D ADAMS | OH | 8,400 |
| D BROWN | OH | 11,200 |
| B BUTLER | OH | 93,000 |
| A CLERMONT | OH | 46,600 |
| A HAMILTON | OH | 322,600 |
| D HIGHLAND | OH | 12,400 |
| A WARREN | OH | 34,000 |

ADI TOTAL TVHH 695,200

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | 7 | 511,200 | 73.5% |
| B | 1 | 93,000 | 13.4% |
| C | | | |
| D | 17 | 91,000 | 13.1% |

## CLARKSBURG-WESTON

ADI TVHH RANK 168 — % OF US TVHH .09%

| | | |
|---|---|---|
| D BARBOUR | WV | 6,100 |
| D BRAXTON | WV | 5,100 |
| D DOODRIDGE | WV | 2,600 |
| D GILMER | WV | 3,000 |
| C HARRISON | WV | 29,400 |
| D LEWIS | WV | 6,900 |
| D RANDOLPH | WV | 10,300 |
| D RITCHIE | WV | 4,300 |
| D UPSHUR | WV | 8,600 |

ADI TOTAL TVHH 76,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 29,400 | 38.5% |
| D | 8 | 46,900 | 61.5% |

## CLEVELAND (AKRON & CANTON)

ADI TVHH RANK 9 — % OF US TVHH 1.69%

| | | |
|---|---|---|
| C ASHLAND | OH | 16,300 |
| C ASHTABULA | OH | 36,700 |
| C CRAWFORD | OH | 18,200 |
| A CUYAHOGA | OH | 558,900 |
| C ERIE | OH | 28,700 |
| A GEAUGA | OH | 24,200 |
| D HOLMES | OH | 8,200 |
| C HURON | OH | 19,500 |
| A LAKE | OH | 76,000 |
| A LORAIN | OH | 95,100 |
| A MEDINA | OH | 39,700 |
| C PORTAGE | OH | 46,800 |
| C RICHLAND | OH | 47,500 |
| B STARK | OH | 137,300 |
| B SUMMIT | OH | 190,900 |
| C TUSCARAWAS | OH | 31,500 |
| C WAYNE | OH | 33,400 |

ADI TOTAL TVHH 1,408,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 5 | 793,900 | 56.3% |
| B | 2 | 328,200 | 23.3% |
| C | 9 | 278,600 | 19.8% |
| D | 1 | 8,200 | .6% |

## COLORADO SPRINGS-PUEBLO

ADI TVHH RANK 104 — % OF US TVHH .24%

| | | |
|---|---|---|
| D BACA | CO | 1,700 |
| D BENT | CO | 1,900 |
| D CHEYENNE | CO | 800 |
| D CROWLEY | CO | 1,100 |
| D CUSTER | CO | 600 |
| B EL PASO | CO | 117,800 |
| D FREMONT | CO | 10,700 |
| D HUERFANO | CO | 2,300 |
| D KIOWA | CO | 700 |
| D LAS ANIMAS | CO | 5,300 |
| D LINCOLN | CO | 1,700 |
| D OTERO | CO | 8,000 |
| B PUEBLO | CO | 46,900 |

ADI TOTAL TVHH 199,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 164,700 | 82.6% |
| C | | | |
| D | 11 | 34,800 | 17.4% |

## COLUMBIA, SC

ADI TVHH RANK 90 — % OF US TVHH .30%

| | | |
|---|---|---|
| D CALHOUN | SC | 4,100 |
| D CLARENDON | SC | 8,700 |
| D FAIRFIELD | SC | 6,200 |
| C KERSHAW | SC | 13,700 |
| D LEE | SC | 5,700 |
| B LEXINGTON | SC | 53,200 |
| D NEWBERRY | SC | 11,200 |
| C ORANGEBURG | SC | 26,800 |
| B RICHLAND | SC | 89,900 |
| C SUMTER | SC | 28,400 |

ADI TOTAL TVHH 247,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 143,100 | 57.7% |
| C | 3 | 68,900 | 27.8% |
| D | 5 | 35,900 | 14.5% |

## COLUMBIA-JEFFERSON CITY

ADI TVHH RANK 139 — % OF US TVHH .17%

| | | |
|---|---|---|
| D AUDRAIN | MO | 10,000 |
| B BOONE | MO | 38,400 |
| D CALLAWAY | MO | 11,400 |
| D CHARITON | MO | 4,000 |
| B COLE | MO | 21,300 |
| D COOPER | MO | 5,600 |
| D HOWARD | MO | 3,600 |

## COLUMBIA-JEFFERSON CITY (Cont.)

| | | |
|---|---|---|
| D MARIES | MO | 2,900 |
| D MILLER | MO | 7,300 |
| D MONITEAU | MO | 4,400 |
| D MORGAN | MO | 5,600 |
| D OSAGE | MO | 4,000 |
| C PETTIS | MO | 13,900 |
| D RANDOLPH | MO | 9,600 |

ADI TOTAL TVHH 142,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 59,700 | 42.0% |
| C | 1 | 13,900 | 9.8% |
| D | 11 | 68,400 | 48.2% |

## COLUMBUS, GA

ADI TVHH RANK 112 — % OF US TVHH .22%

| | | |
|---|---|---|
| D BARBOUR | AL | 8,500 |
| C CHAMBERS | AL | 13,900 |
| C LEE | AL | 29,200 |
| D RANDOLPH | AL | 7,200 |
| B RUSSELL | AL | 16,600 |
| D CALHOUN | GA | 1,600 |
| B CHATTAHOOCHEE | GA | 3,500 |
| D CLAY | GA | 1,200 |
| D DOOLY | GA | 3,700 |
| D HARRIS | GA | 5,700 |
| D MACON | GA | 4,700 |
| D MARION | GA | 1,600 |
| B MUSCOGEE | GA | 59,800 |
| D QUITMAN | GA | 800 |
| D RANDOLPH | GA | 3,300 |
| D SCHLEY | GA | 1,100 |
| D STEWART | GA | 1,800 |
| D SUMTER | GA | 9,700 |
| D TALBOT | GA | 2,000 |
| D TAYLOR | GA | 2,600 |
| D TERRELL | GA | 4,000 |
| D WEBSTER | GA | 800 |

ADI TOTAL TVHH 183,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 79,900 | 43.6% |
| C | 2 | 43,100 | 23.5% |
| D | 17 | 60,300 | 32.9% |

## COLUMBUS, OH

ADI TVHH RANK 35 — % OF US TVHH .71%

| | | |
|---|---|---|
| C COSHOCTON | OH | 13,000 |
| B DELAWARE | OH | 19,100 |
| B FAIRFIELD | OH | 33,900 |
| D FAYETTE | OH | 9,800 |
| B FRANKLIN | OH | 336,300 |
| D HOCKING | OH | 9,200 |
| C KNOX | OH | 16,500 |
| B LICKING | OH | 44,300 |
| B MADISON | OH | 11,200 |
| C MARION | OH | 24,400 |
| D MORGAN | OH | 5,000 |
| D MORROW | OH | 9,500 |
| D PERRY | OH | 10,900 |
| B PICKAWAY | OH | 14,600 |
| C ROSS | OH | 22,700 |
| D UNION | OH | 10,400 |

ADI TOTAL TVHH 590,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 459,400 | 77.8% |
| C | 4 | 76,600 | 13.0% |
| D | 6 | 54,800 | 9.3% |

## COLUMBUS-TUPELO

ADI TVHH RANK 143 — % OF US TVHH .16%

| | | |
|---|---|---|
| D LAMAR | AL | 6,000 |
| D CALHOUN | MS | 5,600 |
| D CHICKASAW | MS | 5,800 |
| D CHOCTAW | MS | 2,900 |

## COLUMBUS-TUPELO (Cont.)

| | | | |
|---|---|---|---|
| D | CLAY | MS | 7,200 |
| D | ITAWAMBA | MS | 7,500 |
| C | LEE | MS | 21,100 |
| C | LOWNDES | MS | 19,800 |
| C | MONROE | MS | 12,400 |
| D | MONTGOMERY | MS | 4,500 |
| D | NOXUBEE | MS | 3,900 |
| C | OKTIBBEHA | MS | 11,800 |
| D | PRENTISS | MS | 8,500 |
| D | TISHOMINGO | MS | 7,100 |
| D | WEBSTER | MS | 3,500 |
| D | WINSTON | MS | 6,600 |

ADI TOTAL TVHH 134,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 65,800 | 48.5% |
| D | 12 | 69,100 | 51.5% |

## CORPUS CHRISTI

ADI TVHH RANK 136 % OF US TVHH .18%

| | | | |
|---|---|---|---|
| D | ARANSAS | TX | 5,900 |
| D | BROOKS | TX | 2,500 |
| D | DUVAL | TX | 3,900 |
| D | JIM HOGG | TX | 1,700 |
| C | JIM WELLS | TX | 11,700 |
| D | KENEDY | TX | 200 |
| D | KLEBERG | TX | 10,400 |
| B | NUECES | TX | 91,500 |
| D | REFUGIO | TX | 3,200 |
| B | SAN PATRICIO | TX | 18,800 |

ADI TOTAL TVHH 149,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 110,300 | 73.6% |
| C | 1 | 11,700 | 7.8% |
| D | 7 | 27,800 | 18.6% |

## DALLAS-FT. WORTH

ADI TVHH RANK 10 % OF US TVHH 1.68%

| | | | |
|---|---|---|---|
| D | LOVE | OK | 3,000 |
| C | ANDERSON | TX | 13,200 |
| D | BOSQUE | TX | 5,700 |
| A | COLLIN | TX | 53,600 |
| D | COMANCHE | TX | 4,900 |
| D | COOKE | TX | 10,800 |
| A | DALLAS | TX | 619,600 |
| D | DELTA | TX | 1,900 |
| A | DENTON | TX | 56,300 |
| A | ELLIS | TX | 21,200 |
| D | ERATH | TX | 9,400 |
| D | FANNIN | TX | 9,600 |
| B | FREESTONE | TX | 5,800 |
| C | GRAYSON | TX | 35,400 |
| D | HAMILTON | TX | 3,600 |
| C | HENDERSON | TX | 17,900 |
| D | HILL | TX | 9,800 |
| A | HOOD | TX | 8,100 |
| D | HOPKINS | TX | 9,900 |
| C | HUNT | TX | 21,300 |
| D | JACK | TX | 2,900 |
| A | JOHNSON | TX | 25,500 |
| A | KAUFMAN | TX | 13,700 |
| C | LAMAR | TX | 16,200 |
| D | LIMESTONE | TX | 7,600 |
| C | NAVARRO | TX | 13,900 |
| D | PALO PINTO | TX | 8,500 |
| A | PARKER | TX | 17,000 |
| D | RAINS | TX | 2,200 |
| A | ROCKWALL | TX | 5,700 |
| D | SOMERVELL | TX | 1,800 |
| A | TARRANT | TX | 334,100 |
| D | VAN ZANDT | TX | 12,700 |
| A | WISE | TX | 10,300 |
| D | WOOD | TX | 9,900 |

ADI TOTAL TVHH 1,403,000

## DALLAS-FT. WORTH (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 11 | 1,165,100 | 83.0% |
| B | | | |
| C | 6 | 117,900 | 8.4% |
| D | 18 | 120,000 | 8.6% |

## DAVENPORT-ROCK ISLAND-MOLINE/QUAD CITY

ADI TVHH RANK 73 % OF US TVHH .40%

| | | | |
|---|---|---|---|
| D | CEDAR | IA | 7,000 |
| C | CLINTON | IA | 20,600 |
| C | DES MOINES | IA | 17,700 |
| D | HENRY | IA | 6,800 |
| D | JACKSON | IA | 8,100 |
| D | LOUISA | IA | 4,400 |
| C | MUSCATINE | IA | 14,700 |
| B | SCOTT | IA | 60,000 |
| C | BUREAU | IL | 14,500 |
| D | CARROLL | IL | 6,900 |
| D | HENDERSON | IL | 3,300 |
| B | HENRY | IL | 21,100 |
| D | JO DAVIESS | IL | 8,600 |
| C | KNOX | IL | 23,400 |
| C | LEE | IL | 12,800 |
| D | MERCER | IL | 7,000 |
| B | ROCK ISLAND | IL | 62,300 |
| D | WARREN | IL | 8,100 |
| C | WHITESIDE | IL | 23,900 |

ADI TOTAL TVHH 331,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 143,400 | 43.3% |
| C | 7 | 127,600 | 38.5% |
| D | 9 | 60,200 | 18.2% |

## DAYTON (SPRINGFIELD, OH)

ADI TVHH RANK 49 % OF US TVHH .57%

| | | | |
|---|---|---|---|
| C | WAYNE | IN | 27,500 |
| C | AUGLAIZE | OH | 15,100 |
| D | CHAMPAIGN | OH | 12,400 |
| C | CLARK | OH | 54,000 |
| D | CLINTON | OH | 12,800 |
| C | DARKE | OH | 19,700 |
| B | GREENE | OH | 45,000 |
| C | LOGAN | OH | 14,800 |
| B | MIAMI | OH | 33,000 |
| B | MONTGOMERY | OH | 214,200 |
| B | PREBLE | OH | 13,500 |
| C | SHELBY | OH | 15,100 |

ADI TOTAL TVHH 477,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 305,700 | 64.1% |
| C | 6 | 146,200 | 30.6% |
| D | 2 | 25,200 | 5.3% |

## DENVER

ADI TVHH RANK 19 % OF US TVHH 1.09%

| | | | |
|---|---|---|---|
| A | ADAMS | CO | 94,800 |
| D | ALAMOSA | CO | 4,000 |
| A | ARAPAHOE | CO | 126,300 |
| A | BOULDER | CO | 76,100 |
| D | CHAFFEE | CO | 5,100 |
| D | CLEAR CREEK | CO | 3,300 |
| A | DENVER | CO | 210,100 |
| A | DOUGLAS | CO | 9,300 |
| D | EAGLE | CO | 5,900 |
| D | ELBERT | CO | 2,500 |
| D | GARFIELD | CO | 9,000 |
| A | GILPIN | CO | 1,200 |
| D | GRAND | CO | 3,100 |
| D | GUNNISON | CO | 4,000 |
| D | JACKSON | CO | 700 |
| A | JEFFERSON | CO | 149,100 |
| D | KIT CARSON | CO | 2,600 |
| D | LAKE | CO | 2,900 |
| B | LARIMER | CO | 61,200 |
| D | LOGAN | CO | 7,400 |

## DENVER (Cont.)

| | | | |
|---|---|---|---|
| D | MOFFAT | CO | 5,100 |
| D | MORGAN | CO | 8,400 |
| D | PARK | CO | 2,300 |
| D | PHILLIPS | CO | 1,800 |
| D | PITKIN | CO | 4,700 |
| D | PROWERS | CO | 4,600 |
| D | RIO BLANCO | CO | 2,300 |
| D | ROUTT | CO | 5,400 |
| D | SEDGWICK | CO | 1,400 |
| D | SUMMIT | CO | 4,000 |
| D | TELLER | CO | 3,300 |
| D | WASHINGTON | CO | 1,900 |
| C | WELD | CO | 47,100 |
| D | YUMA | CO | 3,700 |
| D | CHEYENNE | NE | 3,900 |
| D | DAWES | NE | 3,500 |
| D | KEITH | NE | 3,800 |
| D | KIMBALL | NE | 1,800 |
| D | ALBANY | WY | 10,800 |
| D | CARBON | WY | 8,100 |
| D | PLATTE | WY | 5,100 |

ADI TOTAL TVHH 911,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 7 | 666,900 | 73.2% |
| B | 1 | 61,200 | 6.7% |
| C | 1 | 47,100 | 5.2% |
| D | 32 | 136,400 | 15.0% |

## DES MOINES

ADI TVHH RANK 65 % OF US TVHH .44%

| | | | |
|---|---|---|---|
| D | ADAIR | IA | 3,700 |
| D | APPANOOSE | IA | 6,200 |
| D | BOONE | IA | 9,900 |
| D | CALHOUN | IA | 5,000 |
| D | CARROLL | IA | 8,100 |
| D | CLARKE | IA | 3,400 |
| D | DALLAS | IA | 11,400 |
| D | DECATUR | IA | 3,400 |
| D | FRANKLIN | IA | 5,300 |
| D | GREENE | IA | 4,700 |
| D | GUTHRIE | IA | 4,500 |
| D | HAMILTON | IA | 6,800 |
| D | HARDIN | IA | 8,100 |
| D | HUMBOLDT | IA | 4,800 |
| C | JASPER | IA | 13,800 |
| D | LUCAS | IA | 4,200 |
| D | MADISON | IA | 4,600 |
| D | MAHASKA | IA | 8,800 |
| D | MARION | IA | 10,800 |
| C | MARSHALL | IA | 15,900 |
| D | MONROE | IA | 3,500 |
| D | POCAHONTAS | IA | 4,300 |
| B | POLK | IA | 120,000 |
| D | POWESHIEK | IA | 7,100 |
| D | RINGGOLD | IA | 2,400 |
| B | STORY | IA | 25,100 |
| D | UNION | IA | 5,500 |
| C | WAPELLO | IA | 15,500 |
| B | WARREN | IA | 12,500 |
| D | WAYNE | IA | 3,200 |
| C | WEBSTER | IA | 17,000 |
| D | WRIGHT | IA | 6,200 |
| D | MERCER | MO | 1,800 |

ADI TOTAL TVHH 367,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 157,600 | 42.9% |
| C | 4 | 62,200 | 16.9% |
| D | 26 | 147,700 | 40.2% |

## DETROIT (ANN ARBOR)

ADI TVHH RANK 7 % OF US TVHH 2.01%

| | | | |
|---|---|---|---|
| A | LAPEER | MI | 23,500 |
| A | LIVINGSTON | MI | 35,700 |
| A | MACOMB | MI | 245,100 |
| C | MONROE | MI | 45,500 |
| A | OAKLAND | MI | 377,700 |
| A | ST CLAIR | MI | 49,700 |
| B | WASHTENAW | MI | 97,400 |
| A | WAYNE | MI | 800,200 |

ADI TOTAL TVHH 1,674,800

## DETROIT (ANN ARBOR) (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 6 | 1,531,900 | 91.5% |
| B | 1 | 97,400 | 5.8% |
| C | 1 | 45,500 | 2.7% |
| D | | | |

## DOTHAN

ADI TVHH RANK 159 % OF US TVHH .11%

| | | |
|---|---|---|
| C COFFEE | AL | 13,800 |
| C DALE | AL | 15,000 |
| D GENEVA | AL | 8,800 |
| D HENRY | AL | 5,500 |
| C HOUSTON | AL | 28,500 |
| D HOLMES | FL | 5,600 |
| C JACKSON | FL | 13,800 |
| D EARLY | GA | 4,500 |
| ADI TOTAL TVHH | | 95,500 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 71,100 | 74.5% |
| D | 4 | 24,400 | 25.5% |

## DULUTH-SUPERIOR

ADI TVHH RANK 114 % OF US TVHH .21%

| | | |
|---|---|---|
| D GOGEBIC | MI | 7,400 |
| D AITKIN | MN | 5,200 |
| B CARLTON | MN | 10,600 |
| D COOK | MN | 1,800 |
| C ITASCA | MN | 16,300 |
| D KOOCHICHING | MN | 6,200 |
| D LAKE | MN | 4,500 |
| B ST LOUIS | MN | 84,000 |
| D ASHLAND | WI | 6,300 |
| D BAYFIELD | WI | 5,400 |
| B DOUGLAS | WI | 16,900 |
| D IRON | WI | 2,700 |
| D SAWYER | WI | 4,600 |
| D WASHBURN | WI | 5,200 |
| ADI TOTAL TVHH | | 177,100 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 111,500 | 63.0% |
| C | 1 | 16,300 | 9.2% |
| D | 10 | 49,300 | 27.8% |

## EL CENTRO-YUMA

ADI TVHH RANK 178 % OF US TVHH .07%

| | | |
|---|---|---|
| C YUMA | AZ | 31,600 |
| C IMPERIAL | CA | 28,600 |
| ADI TOTAL TVHH | | 60,200 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 60,200 | 100.0% |
| D | | | |

## EL PASO

ADI TVHH RANK 106 % OF US TVHH .23%

| | | |
|---|---|---|
| C DONA ANA | NM | 33,200 |
| D LUNA | NM | 5,900 |
| D CULBERSON | TX | 1,000 |
| B EL PASO | TX | 153,500 |
| D HUDSPETH | TX | 800 |
| ADI TOTAL TVHH | | 194,400 |

## EL PASO (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 153,500 | 79.0% |
| C | 1 | 33,200 | 17.1% |
| D | 3 | 7,700 | 4.0% |

## ELMIRA

ADI TVHH RANK 164 % OF US TVHH .10%

| | | |
|---|---|---|
| C CHEMUNG | NY | 34,400 |
| C STEUBEN | NY | 35,600 |
| C TIOGA | PA | 13,600 |
| ADI TOTAL TVHH | | 83,600 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 83,600 | 100.0% |
| D | | | |

## ERIE

ADI TVHH RANK 144 % OF US TVHH .16%

| | | |
|---|---|---|
| C CRAWFORD | PA | 31,900 |
| B ERIE | PA | 100,700 |
| ADI TOTAL TVHH | | 132,600 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 100,700 | 75.9% |
| C | 1 | 31,900 | 24.1% |
| D | | | |

## EUGENE

ADI TVHH RANK 122 % OF US TVHH .20%

| | | |
|---|---|---|
| C COOS | OR | 23,000 |
| C DOUGLAS | OR | 35,000 |
| B LANE | OR | 109,300 |
| ADI TOTAL TVHH | | 167,300 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 109,300 | 65.3% |
| C | 2 | 58,000 | 34.7% |
| D | | | |

## EUREKA

ADI TVHH RANK 181 % OF US TVHH .07%

| | | |
|---|---|---|
| D DEL NORTE | CA | 7,100 |
| C HUMBOLDT | CA | 42,700 |
| D CURRY | OR | 7,000 |
| ADI TOTAL TVHH | | 56,800 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 42,700 | 75.2% |
| D | 2 | 14,100 | 24.8% |

## EVANSVILLE

ADI TVHH RANK 88 % OF US TVHH .31%

| | | |
|---|---|---|
| D EDWARDS | IL | 3,300 |
| D GALLATIN | IL | 2,800 |
| D WABASH | IL | 5,000 |
| D WAYNE | IL | 6,900 |
| D WHITE | IL | 6,900 |
| D DUBOIS | IN | 11,800 |
| B GIBSON | IN | 12,500 |
| D PERRY | IN | 6,600 |
| D PIKE | IN | 5,100 |
| B POSEY | IN | 9,600 |

## EVANSVILLE (Cont.)

| | | |
|---|---|---|
| D SPENCER | IN | 6,500 |
| B VANDERBURGH | IN | 65,100 |
| B WARRICK | IN | 15,000 |
| C DAVIESS | KY | 32,000 |
| D HANCOCK | KY | 2,800 |
| B HENDERSON | KY | 15,600 |
| C HOPKINS | KY | 17,700 |
| D MC LEAN | KY | 3,800 |
| D MUHLENBERG | KY | 11,700 |
| D OHIO | KY | 7,800 |
| D UNION | KY | 5,600 |
| D WEBSTER | KY | 5,600 |
| ADI TOTAL TVHH | | 259,700 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 117,800 | 45.4% |
| C | 2 | 49,700 | 19.1% |
| D | 15 | 92,200 | 35.5% |

## FARGO

ADI TVHH RANK 108 % OF US TVHH .23%

| | | |
|---|---|---|
| D BECKER | MN | 10,800 |
| B CLAY | MN | 17,200 |
| D CLEARWATER | MN | 3,000 |
| D KITTSON | MN | 2,400 |
| D LAKE OF THE WOODS | MN | 1,300 |
| D MAHNOMEN | MN | 1,800 |
| D MARSHALL | MN | 4,400 |
| D NORMAN | MN | 3,300 |
| D PENNINGTON | MN | 5,600 |
| D POLK | MN | 12,700 |
| D RED LAKE | MN | 1,900 |
| D ROSEAU | MN | 4,300 |
| D WILKIN | MN | 2,900 |
| B BARNES | ND | 5,100 |
| D BENSON | ND | 2,400 |
| B CASS | ND | 35,800 |
| D CAVALIER | ND | 2,600 |
| D EDDY | ND | 1,400 |
| D FOSTER | ND | 1,600 |
| C GRAND FORKS | ND | 23,400 |
| D GRIGGS | ND | 1,400 |
| D LA MOURE | ND | 2,300 |
| D NELSON | ND | 2,000 |
| D PEMBINA | ND | 3,700 |
| D RAMSEY | ND | 4,800 |
| D RANSOM | ND | 2,400 |
| D RICHLAND | ND | 6,600 |
| D SARGENT | ND | 2,000 |
| D STEELE | ND | 1,100 |
| D STUTSMAN | ND | 9,100 |
| D TOWNER | ND | 1,500 |
| D TRAILL | ND | 3,500 |
| D WALSH | ND | 5,400 |
| D WELLS | ND | 2,600 |
| ADI TOTAL TVHH | | 192,500 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 58,100 | 30.2% |
| C | 1 | 23,400 | 12.2% |
| D | 30 | 111,000 | 57.7% |

## FARMINGTON

ADI TVHH RANK 202 % OF US TVHH .03%

| | | |
|---|---|---|
| C SAN JUAN | NM | 27,600 |
| ADI TOTAL TVHH | | 27,600 |

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 27,600 | 100.0% |
| D | | | |

## FLINT-SAGINAW-BAY CITY

ADI TVHH RANK 53 % OF US TVHH .54%

| | | |
|---|---|---|
| D ALCONA | MI | 3,900 |
| D ARENAC | MI | 5,600 |

# COUNTIES IN ADI MARKETS

## FLINT-SAGINAW-BAY CITY (Cont.)

| | | | |
|---|---|---|---|
| B | BAY | MI | 42,600 |
| D | CLARE | MI | 9,600 |
| B | GENESEE | MI | 159,200 |
| D | GLADWIN | MI | 7,800 |
| C | GRATIOT | MI | 13,500 |
| C | HURON | MI | 13,300 |
| D | IOSCO | MI | 10,800 |
| C | ISABELLA | MI | 17,300 |
| C | MIDLAND | MI | 26,200 |
| D | OGEMAW | MI | 6,400 |
| B | SAGINAW | MI | 79,000 |
| C | SANILAC | MI | 14,800 |
| B | SHIAWASSEE | MI | 24,500 |
| C | TUSCOLA | MI | 19,400 |

ADI TOTAL TVHH 453,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 305,300 | 67.3% |
| C | 6 | 104,500 | 23.0% |
| D | 6 | 44,100 | 9.7% |

## FLORENCE, SC

ADI TVHH RANK 147 % OF US TVHH .15%

| | | | |
|---|---|---|---|
| C | DARLINGTON | SC | 21,100 |
| D | DILLON | SC | 9,700 |
| C | FLORENCE | SC | 38,300 |
| C | HORRY | SC | 38,700 |
| D | MARION | SC | 11,300 |
| D | MARLBORO | SC | 10,200 |

ADI TOTAL TVHH 129,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 98,100 | 75.9% |
| D | 3 | 31,200 | 24.1% |

## FT. MYERS-NAPLES

ADI TVHH RANK 117 % OF US TVHH .21%

| | | | |
|---|---|---|---|
| C | CHARLOTTE | FL | 29,700 |
| C | COLLIER | FL | 39,800 |
| D | GLADES | FL | 2,400 |
| D | HENDRY | FL | 6,600 |
| B | LEE | FL | 95,400 |

ADI TOTAL TVHH 173,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 95,400 | 54.9% |
| C | 2 | 69,500 | 40.0% |
| D | 2 | 9,000 | 5.2% |

## FT. SMITH

ADI TVHH RANK 148 % OF US TVHH .15%

| | | | |
|---|---|---|---|
| B | CRAWFORD | AR | 13,500 |
| D | FRANKLIN | AR | 5,600 |
| D | MADISON | AR | 4,200 |
| D | SCOTT | AR | 3,700 |
| B | SEBASTIAN | AR | 37,800 |
| C | WASHINGTON | AR | 38,200 |
| B | LE FLORE | OK | 15,200 |
| B | SEQUOYAH | OK | 11,000 |

ADI TOTAL TVHH 129,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 77,500 | 60.0% |
| C | 1 | 38,200 | 29.6% |
| D | 3 | 13,500 | 10.4% |

## FT. WAYNE

ADI TVHH RANK 93 % OF US TVHH .29%

| | | | |
|---|---|---|---|
| B | ADAMS | IN | 10,000 |
| B | ALLEN | IN | 107,900 |
| D | BLACKFORD | IN | 5,500 |
| B | DE KALB | IN | 11,800 |
| B | HUNTINGTON | IN | 12,700 |
| D | JAY | IN | 8,200 |
| D | NOBLE | IN | 12,600 |
| D | STEUBEN | IN | 9,400 |
| C | WABASH | IN | 12,600 |
| B | WELLS | IN | 9,200 |
| D | WHITLEY | IN | 9,500 |
| C | MERCER | OH | 12,800 |
| D | PAULDING | OH | 7,200 |
| D | VAN WERT | OH | 11,300 |

ADI TOTAL TVHH 240,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 151,600 | 63.0% |
| C | 2 | 25,400 | 10.6% |
| D | 7 | 63,700 | 26.5% |

## FRESNO (HANFORD & VISALIA)

ADI TVHH RANK 63 % OF US TVHH .45%

| | | | |
|---|---|---|---|
| B | FRESNO | CA | 188,900 |
| C | KINGS | CA | 24,100 |
| C | MADERA | CA | 22,700 |
| D | MARIPOSA | CA | 4,400 |
| C | MERCED | CA | 47,500 |
| B | TULARE | CA | 85,100 |

ADI TOTAL TVHH 372,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 274,000 | 73.5% |
| C | 3 | 94,300 | 25.3% |
| D | 1 | 4,400 | 1.2% |

## GAINESVILLE

ADI TVHH RANK 170 % OF US TVHH .09%

| | | | |
|---|---|---|---|
| B | ALACHUA | FL | 60,900 |
| D | DIXIE | FL | 2,800 |
| D | GILCHRIST | FL | 2,300 |
| D | LEVY | FL | 7,800 |

ADI TOTAL TVHH 73,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 60,900 | 82.5% |
| C | | | |
| D | 3 | 12,900 | 17.5% |

## GLENDIVE

ADI TVHH RANK 210 % OF US TVHH .01%

| | | | |
|---|---|---|---|
| D | DAWSON | MT | 4,300 |
| D | FALLON | MT | 1,200 |
| D | PRAIRIE | MT | 600 |

ADI TOTAL TVHH 6,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | | | |
| D | 3 | 6,100 | 100.0% |

## GRAND JUNCTION

ADI TVHH RANK 186 % OF US TVHH .06%

| | | | |
|---|---|---|---|
| D | DELTA | CO | 8,200 |
| D | HINSDALE | CO | 200 |
| C | MESA | CO | 32,500 |
| D | MONTROSE | CO | 9,200 |
| D | OURAY | CO | 700 |

## GRAND JUNCTION (Cont.)

| | | | |
|---|---|---|---|
| D | SAN JUAN | CO | 300 |
| D | SAN MIGUEL | CO | 1,400 |

ADI TOTAL TVHH 52,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 32,500 | 61.9% |
| D | 6 | 20,000 | 38.1% |

## GRAND RAPIDS-KALAMAZOO-BATTLE CREEK

ADI TVHH RANK 37 % OF US TVHH .69%

| | | | |
|---|---|---|---|
| B | ALLEGAN | MI | 29,100 |
| B | BARRY | MI | 16,600 |
| C | BRANCH | MI | 14,900 |
| B | CALHOUN | MI | 52,300 |
| C | IONIA | MI | 16,900 |
| B | KALAMAZOO | MI | 79,000 |
| B | KENT | MI | 163,300 |
| C | MECOSTA | MI | 11,700 |
| C | MONTCALM | MI | 17,400 |
| C | MUSKEGON | MI | 55,800 |
| C | NEWAYGO | MI | 13,200 |
| D | OCEANA | MI | 7,700 |
| B | OTTAWA | MI | 54,500 |
| C | ST JOSEPH | MI | 20,900 |
| B | VAN BUREN | MI | 24,800 |

ADI TOTAL TVHH 578,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 7 | 419,600 | 72.6% |
| C | 7 | 150,800 | 26.1% |
| D | 1 | 7,700 | 1.3% |

## GREAT FALLS

ADI TVHH RANK 177 % OF US TVHH .08%

| | | | |
|---|---|---|---|
| D | BLAINE | MT | 2,300 |
| C | CASCADE | MT | 29,700 |
| D | CHOUTEAU | MT | 2,100 |
| D | FERGUS | MT | 4,700 |
| D | GLACIER | MT | 3,300 |
| D | HILL | MT | 6,400 |
| D | JUDITH BASIN | MT | 900 |
| D | LIBERTY | MT | 900 |
| D | MEAGHER | MT | 800 |
| D | PHILLIPS | MT | 1,800 |
| D | PONDERA | MT | 2,300 |
| D | TETON | MT | 2,500 |
| D | TOOLE | MT | 2,000 |
| D | VALLEY | MT | 3,500 |

ADI TOTAL TVHH 63,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 29,700 | 47.0% |
| D | 13 | 33,500 | 53.0% |

## GREEN BAY

ADI TVHH RANK 69 % OF US TVHH .42%

| | | | |
|---|---|---|---|
| C | DELTA | MI | 14,000 |
| D | DICKINSON | MI | 9,900 |
| D | MENOMINEE | MI | 9,400 |
| D | SCHOOLCRAFT | MI | 3,100 |
| B | BROWN | WI | 64,100 |
| D | CALUMET | WI | 10,100 |
| D | DOOR | WI | 10,000 |
| C | FOND DU LAC | WI | 31,100 |
| D | GREEN LAKE | WI | 6,800 |
| D | KEWAUNEE | WI | 6,700 |
| C | MANITOWOC | WI | 29,400 |
| C | MARINETTE | WI | 14,800 |
| D | MENOMINEE | WI | 800 |
| D | OCONTO | WI | 10,600 |
| B | OUTAGAMIE | WI | 45,600 |
| C | SHAWANO | WI | 13,000 |
| C | WAUPACA | WI | 15,600 |
| D | WAUSHARA | WI | 7,300 |

# COUNTIES IN ADI MARKETS

## GREEN BAY (Cont.)

| | | | |
|---|---|---|---|
| C | WINNEBAGO | WI | 49,000 |

ADI TOTAL TVHH 351,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 109,700 | 31.2% |
| C | 7 | 166,900 | 47.5% |
| D | 10 | 74,700 | 21.3% |

## GREENSBORO-WINSTON SALEM-HIGH POINT

ADI TVHH RANK 51 % OF US TVHH .56%

| | | | |
|---|---|---|---|
| C | ALAMANCE | NC | 37,200 |
| D | ALLEGHANY | NC | 3,800 |
| D | CASWELL | NC | 6,700 |
| B | DAVIDSON | NC | 42,500 |
| D | DAVIE | NC | 9,200 |
| B | FORSYTH | NC | 95,400 |
| B | GUILFORD | NC | 119,900 |
| D | MONTGOMERY | NC | 8,200 |
| B | RANDOLPH | NC | 35,200 |
| C | ROCKINGHAM | NC | 31,300 |
| B | STOKES | NC | 12,200 |
| C | SURRY | NC | 22,400 |
| C | WILKES | NC | 21,600 |
| B | YADKIN | NC | 10,600 |
| D | GRAYSON | VA | 6,200 |
| D | PATRICK | VA | 6,400 |

ADI TOTAL TVHH 468,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 315,800 | 67.4% |
| C | 4 | 112,500 | 24.0% |
| D | 6 | 40,500 | 8.6% |

## GREENVILLE-NEW BERN-WASHINGTON

ADI TVHH RANK 100 % OF US TVHH .25%

| | | | |
|---|---|---|---|
| B | BEAUFORT | NC | 14,900 |
| D | BERTIE | NC | 7,000 |
| C | CARTERET | NC | 16,500 |
| B | CRAVEN | NC | 24,900 |
| C | DUPLIN | NC | 14,300 |
| C | EDGECOMBE | NC | 19,000 |
| B | GREENE | NC | 5,300 |
| D | HYDE | NC | 2,000 |
| B | JONES | NC | 3,100 |
| B | LENOIR | NC | 21,200 |
| D | MARTIN | NC | 8,800 |
| C | ONSLOW | NC | 32,100 |
| D | PAMLICO | NC | 3,600 |
| B | PITT | NC | 32,400 |
| D | TYRRELL | NC | 1,400 |
| D | WASHINGTON | NC | 4,900 |

ADI TOTAL TVHH 211,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 101,800 | 48.2% |
| C | 4 | 81,900 | 38.7% |
| D | 6 | 27,700 | 13.1% |

## GREENVILLE-SPARTANBURG-ASHEVILLE

ADI TVHH RANK 39 % OF US TVHH .69%

| | | | |
|---|---|---|---|
| D | ELBERT | GA | 7,000 |
| D | FRANKLIN | GA | 5,600 |
| D | HART | GA | 6,500 |
| D | MADISON | GA | 6,600 |
| D | STEPHENS | GA | 8,000 |
| B | BUNCOMBE | NC | 63,100 |
| B | GRAHAM | NC | 2,400 |
| C | HAYWOOD | NC | 17,600 |
| B | HENDERSON | NC | 24,000 |
| D | JACKSON | NC | 8,900 |
| D | MACON | NC | 8,000 |
| B | MADISON | NC | 5,900 |
| C | MC DOWELL | NC | 12,900 |
| D | MITCHELL | NC | 5,200 |
| B | POLK | NC | 5,200 |
| C | RUTHERFORD | NC | 20,400 |

## GREENVILLE-SPARTANBURG-ASHEVILLE (Cont.)

| | | | |
|---|---|---|---|
| D | SWAIN | NC | 3,700 |
| D | TRANSYLVANIA | NC | 8,600 |
| D | YANCEY | NC | 5,400 |
| D | ABBEVILLE | SC | 7,800 |
| C | ANDERSON | SC | 50,300 |
| C | CHEROKEE | SC | 14,100 |
| B | GREENVILLE | SC | 108,300 |
| C | GREENWOOD | SC | 21,200 |
| C | LAURENS | SC | 17,500 |
| C | OCONEE | SC | 18,600 |
| B | PICKENS | SC | 28,100 |
| B | SPARTANBURG | SC | 73,700 |
| D | UNION | SC | 10,800 |

ADI TOTAL TVHH 576,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 7 | 308,900 | 53.6% |
| C | 8 | 172,600 | 30.0% |
| D | 14 | 94,500 | 16.4% |

## GREENWOOD-GREENVILLE

ADI TVHH RANK 175 % OF US TVHH .08%

| | | | |
|---|---|---|---|
| C | BOLIVAR | MS | 13,200 |
| D | CARROLL | MS | 3,200 |
| C | LEFLORE | MS | 13,200 |
| D | SUNFLOWER | MS | 9,400 |
| D | TALLAHATCHIE | MS | 5,100 |
| C | WASHINGTON | MS | 23,300 |

ADI TOTAL TVHH 67,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 49,700 | 73.7% |
| D | 3 | 17,700 | 26.3% |

## HARRISBURG-YORK-LANCASTER-LEBANON

ADI TVHH RANK 48 % OF US TVHH .58%

| | | | |
|---|---|---|---|
| B | ADAMS | PA | 24,000 |
| B | CUMBERLAND | PA | 65,700 |
| B | DAUPHIN | PA | 90,100 |
| D | JUNIATA | PA | 6,700 |
| B | LANCASTER | PA | 127,400 |
| B | LEBANON | PA | 39,100 |
| B | PERRY | PA | 13,200 |
| B | YORK | PA | 117,200 |

ADI TOTAL TVHH 483,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 7 | 476,700 | 98.6% |
| C | | | |
| D | 1 | 6,700 | 1.4% |

## HARRISONBURG

ADI TVHH RANK 195 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| C | ROCKINGHAM | VA | 26,800 |
| D | GRANT | WV | 2,700 |
| D | HARDY | WV | 3,500 |
| D | PENDELTON | WV | 3,000 |

ADI TOTAL TVHH 37,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 26,800 | 72.4% |
| D | 3 | 10,200 | 27.6% |

## HARTFORD-NEW HAVEN

ADI TVHH RANK 24 % OF US TVHH .96%

| | | | |
|---|---|---|---|
| A | HARTFORD | CT | 293,000 |
| B | LITCHFIELD | CT | 57,600 |

## HARTFORD-NEW HAVEN (Cont.)

| | | | |
|---|---|---|---|
| C | MIDDLESEX | CT | 48,300 |
| A | NEW HAVEN | CT | 278,100 |
| B | NEW LONDON | CT | 83,200 |
| C | TOLLAND | CT | 37,500 |

ADI TOTAL TVHH 797,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 2 | 571,100 | 71.6% |
| B | 2 | 140,800 | 17.7% |
| C | 2 | 85,800 | 10.8% |
| D | | | |

## HELENA

ADI TVHH RANK 206 % OF US TVHH .02%

| | | | |
|---|---|---|---|
| D | BROADWATER | MT | 1,300 |
| C | LEWIS + CLARK | MT | 17,400 |

ADI TOTAL TVHH 18,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 17,400 | 93.0% |
| D | 1 | 1,300 | 7.0% |

## HOUSTON

ADI TVHH RANK 11 % OF US TVHH 1.59%

| | | | |
|---|---|---|---|
| D | AUSTIN | TX | 6,800 |
| A | BRAZORIA | TX | 61,200 |
| D | CALHOUN | TX | 6,900 |
| D | CHAMBERS | TX | 7,100 |
| D | COLORADO | TX | 7,300 |
| A | FORT BEND | TX | 47,400 |
| A | GALVESTON | TX | 73,500 |
| D | GRIMES | TX | 4,900 |
| A | HARRIS | TX | 964,900 |
| D | JACKSON | TX | 4,900 |
| A | LIBERTY | TX | 17,700 |
| C | MATAGORDA | TX | 14,500 |
| A | MONTGOMERY | TX | 49,100 |
| D | POLK | TX | 10,000 |
| D | SAN JACINTO | TX | 4,700 |
| D | TRINITY | TX | 3,700 |
| C | WALKER | TX | 13,000 |
| A | WALLER | TX | 6,100 |
| D | WASHINGTON | TX | 7,800 |
| C | WHARTON | TX | 14,500 |

ADI TOTAL TVHH 1,326,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 7 | 1,219,900 | 92.0% |
| B | | | |
| C | 3 | 42,000 | 3.2% |
| D | 10 | 64,100 | 4.8% |

## HUNTSVILLE-DECATUR-FLORENCE

ADI TVHH RANK 91 % OF US TVHH .29%

| | | | |
|---|---|---|---|
| C | COLBERT | AL | 20,000 |
| C | DE KALB | AL | 20,600 |
| D | FRANKLIN | AL | 10,800 |
| C | LAUDERDALE | AL | 29,700 |
| D | LAWRENCE | AL | 10,200 |
| C | LIMESTONE | AL | 15,700 |
| B | MADISON | AL | 70,300 |
| C | MARSHALL | AL | 24,900 |
| C | MORGAN | AL | 33,000 |
| D | LINCOLN | TN | 10,000 |

ADI TOTAL TVHH 245,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 70,300 | 28.7% |
| C | 6 | 143,900 | 58.7% |
| D | 3 | 31,000 | 12.6% |

# COUNTIES IN ADI MARKETS

## IDAHO FALLS-POCATELLO

ADI TVHH RANK 157 — % OF US TVHH .12%

| | | | |
|---|---|---|---|
| B | BANNOCK | ID | 24,100 |
| B | BINGHAM | ID | 11,700 |
| B | BONNEVILLE | ID | 23,100 |
| D | BUTTE | ID | 1,100 |
| D | CASSIA | ID | 6,300 |
| D | CLARK | ID | 300 |
| D | CUSTER | ID | 1,400 |
| D | FREMONT | ID | 3,700 |
| D | JEFFERSON | ID | 5,000 |
| D | LEMHI | ID | 2,800 |
| D | MADISON | ID | 5,500 |
| D | MINIDOKA | ID | 6,600 |
| D | POWER | ID | 2,400 |
| D | TETON | ID | 900 |
| D | LINCOLN | WY | 4,200 |
| D | TETON | WY | 4,400 |

ADI TOTAL TVHH 103,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 58,900 | 56.9% |
| C | | | |
| D | 13 | 44,600 | 43.1% |

## INDIANAPOLIS

ADI TVHH RANK 23 — % OF US TVHH .96%

| | | | |
|---|---|---|---|
| C | BARTHOLOMEW | IN | 24,100 |
| D | BENTON | IN | 3,600 |
| B | BOONE | IN | 13,300 |
| D | BROWN | IN | 4,700 |
| D | CARROLL | IN | 7,200 |
| C | CASS | IN | 14,700 |
| D | CLINTON | IN | 11,400 |
| D | DECATUR | IN | 8,200 |
| C | DELAWARE | IN | 45,000 |
| D | FOUNTAIN | IN | 6,900 |
| C | GRANT | IN | 27,700 |
| B | HAMILTON | IN | 30,500 |
| B | HANCOCK | IN | 15,400 |
| B | HENDRICKS | IN | 24,300 |
| C | HENRY | IN | 19,100 |
| C | HOWARD | IN | 31,800 |
| B | JOHNSON | IN | 27,500 |
| C | MADISON | IN | 50,900 |
| B | MARION | IN | 288,100 |
| C | MIAMI | IN | 13,700 |
| B | MONROE | IN | 35,600 |
| D | MONTGOMERY | IN | 13,100 |
| B | MORGAN | IN | 18,000 |
| D | OWEN | IN | 6,100 |
| D | PUTNAM | IN | 9,500 |
| D | RANDOLPH | IN | 10,800 |
| D | RUSH | IN | 6,600 |
| B | SHELBY | IN | 14,000 |
| D | TIPTON | IN | 6,200 |
| D | WARREN | IN | 3,000 |
| D | WHITE | IN | 9,200 |

ADI TOTAL TVHH 800,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 9 | 466,700 | 58.3% |
| C | 8 | 227,000 | 28.4% |
| D | 14 | 106,500 | 13.3% |

## JACKSON, MS

ADI TVHH RANK 86 — % OF US TVHH .31%

| | | | |
|---|---|---|---|
| D | ATTALA | MS | 6,700 |
| D | CLAIBORNE | MS | 3,800 |
| D | COPIAH | MS | 8,600 |
| D | FRANKLIN | MS | 2,800 |
| B | HINDS | MS | 92,000 |
| D | HOLMES | MS | 6,900 |
| D | HUMPHREYS | MS | 4,200 |
| D | ISSAQUENA | MS | 800 |
| D | JEFFERSON | MS | 2,700 |
| D | JEFFERSON DAVIS | MS | 4,400 |
| D | LAWRENCE | MS | 4,200 |
| D | LEAKE | MS | 6,600 |
| D | LINCOLN | MS | 10,500 |
| C | MADISON | MS | 14,100 |
| C | PIKE | MS | 12,700 |

## JACKSON, MS (Cont.)

| | | | |
|---|---|---|---|
| B | RANKIN | MS | 24,800 |
| D | SCOTT | MS | 8,500 |
| D | SHARKEY | MS | 2,200 |
| D | SIMPSON | MS | 8,000 |
| D | SMITH | MS | 5,200 |
| D | WALTHALL | MS | 4,600 |
| C | WARREN | MS | 18,200 |
| D | YAZOO | MS | 8,900 |

ADI TOTAL TVHH 261,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 116,800 | 44.7% |
| C | 3 | 45,000 | 17.2% |
| D | 18 | 99,600 | 38.1% |

## JACKSON, TN

ADI TVHH RANK 183 — % OF US TVHH .07%

| | | | |
|---|---|---|---|
| D | CARROLL | TN | 10,400 |
| D | HARDIN | TN | 8,600 |
| D | HENDERSON | TN | 8,400 |
| C | MADISON | TN | 28,500 |

ADI TOTAL TVHH 55,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 28,500 | 51.0% |
| D | 3 | 27,400 | 49.0% |

## JACKSONVILLE

ADI TVHH RANK 62 — % OF US TVHH .46%

| | | | |
|---|---|---|---|
| B | BAKER | FL | 4,800 |
| D | BRADFORD | FL | 7,000 |
| B | CLAY | FL | 25,400 |
| C | COLUMBIA | FL | 13,300 |
| B | DUVAL | FL | 218,900 |
| D | HAMILTON | FL | 3,100 |
| B | NASSAU | FL | 12,400 |
| C | PUTNAM | FL | 20,100 |
| B | ST JOHNS | FL | 21,100 |
| D | SUWANNEE | FL | 8,300 |
| D | UNION | FL | 2,300 |
| D | BRANTLEY | GA | 3,100 |
| D | CAMDEN | GA | 4,600 |
| D | CHARLTON | GA | 2,400 |
| D | CLINCH | GA | 2,100 |
| C | GLYNN | GA | 21,000 |
| C | WARE | GA | 13,200 |

ADI TOTAL TVHH 383,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 282,600 | 73.8% |
| C | 4 | 67,600 | 17.6% |
| D | 8 | 32,900 | 8.6% |

## JOHNSTOWN-ALTOONA

ADI TVHH RANK 83 — % OF US TVHH .32%

| | | | |
|---|---|---|---|
| C | BEDFORD | PA | 16,400 |
| B | BLAIR | PA | 49,600 |
| B | CAMBRIA | PA | 64,300 |
| D | CAMERON | PA | 2,600 |
| C | CENTRE | PA | 37,500 |
| C | CLEARFIELD | PA | 30,000 |
| C | ELK | PA | 13,200 |
| D | FOREST | PA | 1,900 |
| D | FULTON | PA | 4,600 |
| C | HUNTINGDON | PA | 14,600 |
| C | JEFFERSON | PA | 18,000 |
| C | MIFFLIN | PA | 16,800 |

ADI TOTAL TVHH 269,500

## JOHNSTOWN-ALTOONA (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 113,900 | 42.3% |
| C | 7 | 146,500 | 54.4% |
| D | 3 | 9,100 | 3.4% |

## JONESBORO

ADI TVHH RANK 173 — % OF US TVHH .08%

| | | | |
|---|---|---|---|
| D | CLAY | AR | 8,000 |
| C | CRAIGHEAD | AR | 23,700 |
| D | GREENE | AR | 11,900 |
| D | LAWRENCE | AR | 6,900 |
| D | RANDOLPH | AR | 6,400 |
| D | SHARP | AR | 6,200 |
| D | RIPLEY | MO | 4,600 |

ADI TOTAL TVHH 67,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 23,700 | 35.0% |
| D | 6 | 44,000 | 65.0% |

## JOPLIN-PITTSBURG

ADI TVHH RANK 118 — % OF US TVHH .21%

| | | | |
|---|---|---|---|
| C | BENTON | AR | 31,700 |
| D | ALLEN | KS | 6,200 |
| D | BOURBON | KS | 6,600 |
| D | CHEROKEE | KS | 8,700 |
| B | CRAWFORD | KS | 15,600 |
| D | LABETTE | KS | 9,800 |
| D | NEOSHO | KS | 7,300 |
| D | WILSON | KS | 4,800 |
| D | WOODSON | KS | 1,700 |
| D | BARTON | MO | 4,600 |
| B | JASPER | MO | 34,700 |
| D | MC DONALD | MO | 5,800 |
| B | NEWTON | MO | 15,800 |
| D | VERNON | MO | 7,600 |
| D | OTTAWA | OK | 12,700 |

ADI TOTAL TVHH 173,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 66,100 | 38.1% |
| C | 1 | 31,700 | 18.3% |
| D | 11 | 75,800 | 43.7% |

## KANSAS CITY

ADI TVHH RANK 27 — % OF US TVHH .84%

| | | | |
|---|---|---|---|
| D | ANDERSON | KS | 3,200 |
| D | ATCHISON | KS | 6,400 |
| D | BROWN | KS | 4,800 |
| D | DONIPHAN | KS | 3,300 |
| C | DOUGLAS | KS | 25,100 |
| D | FRANKLIN | KS | 8,600 |
| D | GEARY | KS | 10,100 |
| D | JEFFERSON | KS | 5,600 |
| B | JOHNSON | KS | 106,800 |
| C | LEAVENWORTH | KS | 17,700 |
| D | LINN | KS | 3,300 |
| D | MIAMI | KS | 8,000 |
| B | WYANDOTTE | KS | 63,100 |
| D | ANDREW | MO | 5,100 |
| D | BATES | MO | 6,000 |
| D | CALDWELL | MO | 3,300 |
| D | CARROLL | MO | 4,700 |
| B | CASS | MO | 18,900 |
| B | CLAY | MO | 53,000 |
| D | CLINTON | MO | 6,000 |
| D | DAVIESS | MO | 3,500 |
| D | DE KALB | MO | 3,000 |
| D | GENTRY | MO | 3,000 |
| D | GRUNDY | MO | 4,800 |
| D | HENRY | MO | 7,800 |
| B | JACKSON | MO | 242,700 |
| C | JOHNSON | MO | 13,200 |
| D | LAFAYETTE | MO | 11,300 |
| D | LINN | MO | 6,500 |

## KANSAS CITY (Cont.)

| | | | |
|---|---|---|---|
| D | LIVINGSTON | MO | 6,200 |
| B | PLATTE | MO | 18,200 |
| B | RAY | MO | 8,000 |
| D | SALINE | MO | 9,500 |
| D | ST CLAIR | MO | 3,300 |

ADI TOTAL TVHH 704,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 7 | 510,700 | 72.5% |
| C | 3 | 56,000 | 8.0% |
| D | 24 | 137,300 | 19.5% |

## KNOXVILLE

ADI TVHH RANK 58 % OF US TVHH .50%

| | | | |
|---|---|---|---|
| D | BELL | KY | 11,800 |
| C | HARLAN | KY | 14,400 |
| D | KNOX | KY | 10,500 |
| C | LAUREL | KY | 13,900 |
| D | LESLIE | KY | 4,900 |
| D | MC CREARY | KY | 5,300 |
| D | WAYNE | KY | 6,200 |
| D | WHITLEY | KY | 12,500 |
| B | ANDERSON | TN | 25,900 |
| B | BLOUNT | TN | 30,100 |
| C | CAMPBELL | TN | 13,000 |
| D | CLAIBORNE | TN | 8,900 |
| D | COCKE | TN | 10,400 |
| D | CUMBERLAND | TN | 10,800 |
| D | FENTRESS | TN | 5,300 |
| D | GRAINGER | TN | 6,100 |
| C | HAMBLEN | TN | 18,700 |
| D | HANCOCK | TN | 2,400 |
| D | JEFFERSON | TN | 11,400 |
| B | KNOX | TN | 125,500 |
| D | LOUDON | TN | 11,000 |
| D | MONROE | TN | 10,300 |
| D | MORGAN | TN | 5,600 |
| C | ROANE | TN | 18,300 |
| D | SCOTT | TN | 6,800 |
| C | SEVIER | TN | 16,100 |
| B | UNION | TN | 4,400 |

ADI TOTAL TVHH 420,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 185,900 | 44.2% |
| C | 6 | 94,400 | 22.4% |
| D | 17 | 140,200 | 33.3% |

## LA CROSSE-EAU CLAIRE

ADI TVHH RANK 133 % OF US TVHH .18%

| | | | |
|---|---|---|---|
| D | HOUSTON | MN | 6,700 |
| C | WINONA | MN | 15,900 |
| D | BUFFALO | WI | 5,200 |
| C | CHIPPEWA | WI | 17,500 |
| C | EAU CLAIRE | WI | 29,100 |
| D | JACKSON | WI | 6,200 |
| C | LA CROSSE | WI | 33,800 |
| D | MONROE | WI | 12,200 |
| D | RUSK | WI | 5,400 |
| D | TREMPEALEAU | WI | 9,400 |
| D | VERNON | WI | 9,400 |

ADI TOTAL TVHH 150,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 96,300 | 63.9% |
| D | 7 | 54,500 | 36.1% |

## LAFAYETTE, IN

ADI TVHH RANK 191 % OF US TVHH .05%

| | | | |
|---|---|---|---|
| C | TIPPECANOE | IN | 42,200 |

ADI TOTAL TVHH 42,200

## LAFAYETTE, IN (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 42,200 | 100.0% |
| D | | | |

## LAFAYETTE, LA

ADI TVHH RANK 112 % OF US TVHH .22%

| | | | |
|---|---|---|---|
| C | ACADIA | LA | 18,700 |
| D | ALLEN | LA | 7,400 |
| D | EVANGELINE | LA | 11,400 |
| C | IBERIA | LA | 20,800 |
| D | JEFFERSON DAVIS | LA | 10,800 |
| B | LAFAYETTE | LA | 56,400 |
| C | ST LANDRY | LA | 27,600 |
| C | ST MARTIN | LA | 13,100 |
| C | VERMILION | LA | 17,100 |

ADI TOTAL TVHH 183,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 56,400 | 30.8% |
| C | 5 | 97,300 | 53.1% |
| D | 3 | 29,600 | 16.1% |

## LAKE CHARLES

ADI TVHH RANK 162 % OF US TVHH .11%

| | | | |
|---|---|---|---|
| D | BEAUREGARD | LA | 10,300 |
| B | CALCASIEU | LA | 60,400 |
| D | CAMERON | LA | 3,200 |
| C | VERNON | LA | 16,400 |

ADI TOTAL TVHH 90,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 60,400 | 66.9% |
| C | 1 | 16,400 | 18.2% |
| D | 2 | 13,500 | 15.0% |

## LANSING

ADI TVHH RANK 98 % OF US TVHH .26%

| | | | |
|---|---|---|---|
| B | CLINTON | MI | 18,700 |
| B | EATON | MI | 33,100 |
| C | HILLSDALE | MI | 14,700 |
| B | INGHAM | MI | 95,700 |
| B | JACKSON | MI | 52,500 |

ADI TOTAL TVHH 214,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 200,000 | 93.2% |
| C | 1 | 14,700 | 6.8% |
| D | | | |

## LAREDO

ADI TVHH RANK 199 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| C | WEBB | TX | 28,000 |
| D | ZAPATA | TX | 2,200 |

ADI TOTAL TVHH 30,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 28,000 | 92.7% |
| D | 1 | 2,200 | 7.3% |

## LAS VEGAS

ADI TVHH RANK 102 % OF US TVHH .24%

| | | | |
|---|---|---|---|
| B | CLARK | NV | 196,800 |
| D | LINCOLN | NV | 1,300 |
| D | NYE SOUTH | NV | 2,000 |

ADI TOTAL TVHH 200,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 196,800 | 98.4% |
| C | | | |
| D | 2 | 3,300 | 1.6% |

## LAUREL-HATTIESBURG

ADI TVHH RANK 163 % OF US TVHH .10%

| | | | |
|---|---|---|---|
| D | COVINGTON | MS | 5,400 |
| C | FORREST | MS | 24,100 |
| D | JASPER | MS | 5,800 |
| C | JONES | MS | 22,500 |
| D | LAMAR | MS | 8,700 |
| D | MARION | MS | 8,900 |
| D | PERRY | MS | 3,300 |
| D | WAYNE | MS | 6,400 |

ADI TOTAL TVHH 85,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 46,600 | 54.8% |
| D | 6 | 38,500 | 45.2% |

## LEXINGTON (HAZARD)

ADI TVHH RANK 78 % OF US TVHH .35%

| | | | |
|---|---|---|---|
| D | ANDERSON | KY | 4,800 |
| D | BATH | KY | 3,700 |
| B | BOURBON | KY | 7,000 |
| D | BOYLE | KY | 9,300 |
| D | BREATHITT | KY | 5,300 |
| D | CASEY | KY | 5,600 |
| B | CLARK | KY | 10,600 |
| D | CLAY | KY | 7,200 |
| D | ESTILL | KY | 5,000 |
| B | FAYETTE | KY | 81,000 |
| D | FLEMING | KY | 4,500 |
| C | FRANKLIN | KY | 17,000 |
| D | GARRARD | KY | 4,100 |
| D | HARRISON | KY | 5,400 |
| D | JACKSON | KY | 4,100 |
| B | JESSAMINE | KY | 9,500 |
| D | LEE | KY | 2,800 |
| D | LINCOLN | KY | 6,700 |
| C | MADISON | KY | 17,900 |
| D | MENIFEE | KY | 1,700 |
| D | MERCER | KY | 7,000 |
| D | MONTGOMERY | KY | 7,500 |
| D | NICHOLAS | KY | 2,700 |
| D | OWSLEY | KY | 1,800 |
| D | PERRY | KY | 11,400 |
| D | POWELL | KY | 3,700 |
| C | PULASKI | KY | 17,400 |
| D | ROCKCASTLE | KY | 4,800 |
| D | ROWAN | KY | 6,400 |
| B | SCOTT | KY | 7,700 |
| D | WOLFE | KY | 2,300 |
| B | WOODFORD | KY | 6,400 |

ADI TOTAL TVHH 292,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 122,200 | 41.8% |
| C | 3 | 52,300 | 17.9% |
| D | 23 | 117,800 | 40.3% |

## LIMA

ADI TVHH RANK 193 % OF US TVHH .05%

| | | | |
|---|---|---|---|
| C | ALLEN | OH | 40,100 |

ADI TOTAL TVHH 40,100

## LIMA (Cont.)

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 40,100 | 100.0% |
| D | | | |

## LINCOLN-HASTINGS-KEARNEY

ADI TVHH RANK 89 % OF US TVHH .30%

| | | |
|---|---|---|
| D CLOUD | KS | 4,700 |
| D JEWELL | KS | 2,000 |
| D PHILLIPS | KS | 2,800 |
| D REPUBLIC | KS | 3,000 |
| D SMITH | KS | 2,400 |
| D WASHINGTON | KS | 3,200 |
| B ADAMS | NE | 12,200 |
| D ANTELOPE | NE | 3,100 |
| D BOONE | NE | 2,700 |
| D BROWN | NE | 1,600 |
| B BUFFALO | NE | 12,900 |
| D CHASE | NE | 1,900 |
| D CLAY | NE | 3,000 |
| D CUSTER | NE | 5,200 |
| D DAWSON | NE | 8,600 |
| D FILLMORE | NE | 3,000 |
| D FRANKLIN | NE | 1,700 |
| D FRONTIER | NE | 1,400 |
| D FURNAS | NE | 2,500 |
| D GAGE | NE | 9,200 |
| D GARFIELD | NE | 900 |
| D GOSPER | NE | 800 |
| D GREELEY | NE | 1,200 |
| B HALL | NE | 18,400 |
| D HAMILTON | NE | 3,500 |
| D HARLAN | NE | 1,700 |
| D HAYES | NE | 500 |
| D HOLT | NE | 4,900 |
| D HOWARD | NE | 2,400 |
| D JEFFERSON | NE | 3,700 |
| D KEARNEY | NE | 2,600 |
| D KEYA PAHA | NE | 900 |
| B LANCASTER | NE | 76,600 |
| D LOUP | NE | 300 |
| D MERRICK | NE | 3,100 |
| D NANCE | NE | 1,700 |
| D NUCKOLLS | NE | 2,500 |
| D PHELPS | NE | 3,700 |
| D PLATTE | NE | 10,600 |
| D POLK | NE | 2,300 |
| D RED WILLOW | NE | 5,000 |
| D ROCK | NE | 900 |
| D SALINE | NE | 5,100 |
| D SHERMAN | NE | 1,500 |
| D THAYER | NE | 2,900 |
| D VALLEY | NE | 2,100 |
| D WEBSTER | NE | 1,900 |
| D WHEELER | NE | 400 |
| D YORK | NE | 5,600 |

ADI TOTAL TVHH 254,400

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 120,100 | 47.2% |
| C | | | |
| D | 45 | 134,300 | 52.8% |

## LITTLE ROCK

ADI TVHH RANK 54 % OF US TVHH .54%

| | | |
|---|---|---|
| D ARKANSAS | AR | 9,100 |
| D BRADLEY | AR | 5,200 |
| D CALHOUN | AR | 2,100 |
| D CLARK | AR | 8,200 |
| D CLEBURNE | AR | 7,000 |
| D CLEVELAND | AR | 2,900 |
| D CONWAY | AR | 7,000 |
| D DALLAS | AR | 3,900 |
| D DESHA | AR | 6,700 |
| D DREW | AR | 6,400 |
| C FAULKNER | AR | 17,200 |
| C GARLAND | AR | 29,900 |
| D GRANT | AR | 4,700 |
| D HOT SPRING | AR | 10,300 |
| D INDEPENDENCE | AR | 11,400 |
| D IZARD | AR | 4,300 |
| D JACKSON | AR | 7,900 |

## LITTLE ROCK (Cont.)

| | | |
|---|---|---|
| B JEFFERSON | AR | 31,400 |
| D JOHNSON | AR | 6,700 |
| D LINCOLN | AR | 3,800 |
| D LOGAN | AR | 7,100 |
| C LONOKE | AR | 12,300 |
| D MONROE | AR | 4,700 |
| D MONTGOMERY | AR | 3,100 |
| D NEVADA | AR | 4,000 |
| D OUACHITA | AR | 11,200 |
| D PERRY | AR | 2,700 |
| D PIKE | AR | 4,000 |
| D POLK | AR | 6,500 |
| C POPE | AR | 14,900 |
| D PRAIRIE | AR | 3,800 |
| B PULASKI | AR | 132,300 |
| B SALINE | AR | 19,300 |
| D SEARCY | AR | 3,400 |
| D STONE | AR | 3,500 |
| D VAN BUREN | AR | 5,500 |
| C WHITE | AR | 18,500 |
| D WOODRUFF | AR | 3,900 |
| D YELL | AR | 6,400 |

ADI TOTAL TVHH 453,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 183,000 | 40.4% |
| C | 5 | 92,800 | 20.5% |
| D | 31 | 177,600 | 39.2% |

## LOS ANGELES (CORONA & SAN BERNARDINO-FONTANA)

ADI TVHH RANK 2 % OF US TVHH 5.08%

| | | |
|---|---|---|
| D INYO | CA | 7,000 |
| C KERN EAST | CA | 22,100 |
| A LOS ANGELES | CA | 2,730,600 |
| A ORANGE | CA | 753,400 |
| B RIVERSIDE WEST | CA | 206,700 |
| B SAN BERNARDINO | CA | 331,100 |
| B VENTURA | CA | 190,100 |

ADI TOTAL TVHH 4,241,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 2 | 3,484,000 | 82.2% |
| B | 3 | 727,900 | 17.2% |
| C | 1 | 22,100 | .5% |
| D | 1 | 7,000 | .2% |

## LOUISVILLE

ADI TVHH RANK 44 % OF US TVHH .62%

| | | |
|---|---|---|
| B CLARK | IN | 32,500 |
| D CRAWFORD | IN | 3,400 |
| B FLOYD | IN | 22,300 |
| D HARRISON | IN | 9,700 |
| C JACKSON | IN | 13,600 |
| D JEFFERSON | IN | 10,800 |
| D JENNINGS | IN | 7,700 |
| C LAWRENCE | IN | 15,800 |
| D ORANGE | IN | 6,800 |
| D SCOTT | IN | 7,100 |
| D WASHINGTON | IN | 7,800 |
| D BRECKINRIDGE | KY | 6,100 |
| B BULLITT | KY | 14,500 |
| D GRAYSON | KY | 7,700 |
| D GREEN | KY | 3,900 |
| C HARDIN | KY | 26,800 |
| D HENRY | KY | 4,700 |
| B JEFFERSON | KY | 258,100 |
| D LARUE | KY | 4,600 |
| D MARION | KY | 5,800 |
| D MEADE | KY | 7,700 |
| D NELSON | KY | 9,400 |
| B OLDHAM | KY | 9,300 |
| D SHELBY | KY | 8,300 |
| D SPENCER | KY | 2,100 |
| D TAYLOR | KY | 8,300 |
| D TRIMBLE | KY | 2,400 |
| D WASHINGTON | KY | 3,500 |

ADI TOTAL TVHH 520,700

## LOUISVILLE (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 336,700 | 64.7% |
| C | 3 | 56,200 | 10.8% |
| D | 20 | 127,800 | 24.5% |

## LUBBOCK

ADI TVHH RANK 134 % OF US TVHH .18%

| | | |
|---|---|---|
| D DE BACA | NM | 1,000 |
| D ROOSEVELT | NM | 5,600 |
| D BAILEY | TX | 2,700 |
| D BORDEN | TX | 300 |
| D COCHRAN | TX | 1,500 |
| D CROSBY | TX | 2,900 |
| D DAWSON | TX | 5,400 |
| D DICKENS | TX | 1,400 |
| D FLOYD | TX | 3,300 |
| D GARZA | TX | 1,900 |
| C HALE | TX | 12,800 |
| D HOCKLEY | TX | 8,000 |
| D KENT | TX | 400 |
| D LAMB | TX | 6,600 |
| B LUBBOCK | TX | 78,500 |
| D LYNN | TX | 2,800 |
| D MOTLEY | TX | 800 |
| D SCURRY | TX | 6,800 |
| D TERRY | TX | 5,000 |
| D YOAKUM | TX | 3,000 |

ADI TOTAL TVHH 150,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 78,500 | 52.1% |
| C | 1 | 12,800 | 8.5% |
| D | 18 | 59,400 | 39.4% |

## MACON

ADI TVHH RANK 138 % OF US TVHH .17%

| | | |
|---|---|---|
| D BALDWIN | GA | 10,600 |
| B BIBB | GA | 54,300 |
| D BLECKLEY | GA | 3,700 |
| D CRAWFORD | GA | 2,400 |
| D DODGE | GA | 6,100 |
| B HOUSTON | GA | 27,500 |
| D JOHNSON | GA | 3,100 |
| B JONES | GA | 6,000 |
| C LAURENS | GA | 13,000 |
| D PEACH | GA | 6,800 |
| D PULASKI | GA | 3,200 |
| D TREUTLEN | GA | 2,000 |
| B TWIGGS | GA | 3,000 |
| D WILKINSON | GA | 3,300 |

ADI TOTAL TVHH 145,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 90,800 | 62.6% |
| C | 1 | 13,000 | 9.0% |
| D | 9 | 41,200 | 28.4% |

## MADISON

ADI TVHH RANK 101 % OF US TVHH .24%

| | | |
|---|---|---|
| C COLUMBIA | WI | 16,100 |
| B DANE | WI | 127,200 |
| D GREEN | WI | 11,400 |
| D IOWA | WI | 6,900 |
| D JUNEAU | WI | 7,900 |
| D LAFAYETTE | WI | 6,100 |
| D MARQUETTE | WI | 4,700 |
| D RICHLAND | WI | 6,300 |
| C SAUK | WI | 16,300 |

ADI TOTAL TVHH 202,900

## MADISON (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 127,200 | 62.7% |
| C | 2 | 32,400 | 16.0% |
| D | 6 | 43,300 | 21.3% |

## MANKATO

ADI TVHH RANK 197 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| D | EMMET | IA | 4,900 |
| C | BLUE EARTH | MN | 18,600 |
| D | MARTIN | MN | 9,800 |

ADI TOTAL TVHH 33,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 18,600 | 55.9% |
| D | 2 | 14,700 | 44.1% |

## MARQUETTE

ADI TVHH RANK 182 % OF US TVHH .07%

| | | | |
|---|---|---|---|
| D | ALGER | MI | 3,200 |
| D | BARAGA | MI | 3,100 |
| C | HOUGHTON | MI | 12,800 |
| D | IRON | MI | 5,400 |
| D | KEWEENAW | MI | 800 |
| C | MARQUETTE | MI | 25,900 |
| D | ONTONAGON | MI | 3,300 |
| D | FLORENCE | WI | 1,500 |

ADI TOTAL TVHH 56,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 38,700 | 69.1% |
| D | 6 | 17,300 | 30.9% |

## MCALLEN-BROWNSVILLE/LRGV

ADI TVHH RANK 124 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| B | CAMERON | TX | 65,100 |
| B | HIDALGO | TX | 85,100 |
| D | STARR | TX | 7,400 |
| D | WILLACY | TX | 4,800 |

ADI TOTAL TVHH 162,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 150,200 | 92.5% |
| C | | | |
| D | 2 | 12,200 | 7.5% |

## MEDFORD

ADI TVHH RANK 152 % OF US TVHH .14%

| | | | |
|---|---|---|---|
| C | SISKIYOU | CA | 15,300 |
| C | JACKSON | OR | 53,000 |
| C | JOSEPHINE | OR | 23,500 |
| C | KLAMATH | OR | 22,600 |
| D | LAKE | OR | 2,900 |

ADI TOTAL TVHH 117,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 114,400 | 97.5% |
| D | 1 | 2,900 | 2.5% |

## MEMPHIS

ADI TVHH RANK 36 % OF US TVHH .70%

| | | | |
|---|---|---|---|
| B | CRITTENDEN | AR | 16,200 |
| D | CROSS | AR | 6,800 |
| D | LEE | AR | 4,500 |
| C | MISSISSIPPI | AR | 19,800 |
| D | PHILLIPS | AR | 10,800 |
| D | POINSETT | AR | 9,300 |
| D | ST FRANCIS | AR | 9,900 |
| D | PEMISCOT | MO | 8,600 |
| D | ALCORN | MS | 12,600 |
| D | BENTON | MS | 2,500 |
| D | COAHOMA | MS | 11,400 |
| B | DE SOTO | MS | 18,300 |
| D | GRENADA | MS | 7,200 |
| D | LAFAYETTE | MS | 10,400 |
| D | MARSHALL | MS | 9,100 |
| D | PANOLA | MS | 9,000 |
| D | PONTOTOC | MS | 7,600 |
| D | QUITMAN | MS | 3,700 |
| D | TATE | MS | 6,200 |
| D | TIPPAH | MS | 6,600 |
| D | TUNICA | MS | 2,700 |
| D | UNION | MS | 8,200 |
| D | YALOBUSHA | MS | 4,800 |
| D | CHESTER | TN | 4,500 |
| D | CROCKETT | TN | 5,300 |
| D | DYER | TN | 13,100 |
| D | FAYETTE | TN | 7,800 |
| C | GIBSON | TN | 18,600 |
| D | HARDEMAN | TN | 8,100 |
| D | HAYWOOD | TN | 6,700 |
| D | LAUDERDALE | TN | 9,000 |
| D | MC NAIRY | TN | 8,900 |
| B | SHELBY | TN | 282,700 |
| B | TIPTON | TN | 11,200 |

ADI TOTAL TVHH 582,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 328,400 | 56.4% |
| C | 2 | 38,400 | 6.6% |
| D | 28 | 215,300 | 37.0% |

## MERIDIAN

ADI TVHH RANK 171 % OF US TVHH .09%

| | | | |
|---|---|---|---|
| D | CHOCTAW | AL | 5,400 |
| D | MARENGO | AL | 8,200 |
| D | SUMTER | AL | 5,400 |
| D | CLARKE | MS | 6,000 |
| D | KEMPER | MS | 3,200 |
| C | LAUDERDALE | MS | 28,200 |
| D | NESHOBA | MS | 8,500 |
| D | NEWTON | MS | 6,900 |

ADI TOTAL TVHH 71,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 28,200 | 39.3% |
| D | 7 | 43,600 | 60.7% |

## MIAMI (FT. LAUDERDALE)

ADI TVHH RANK 13 % OF US TVHH 1.39%

| | | | |
|---|---|---|---|
| B | BROWARD | FL | 472,300 |
| A | DADE | FL | 656,200 |
| C | MONROE | FL | 28,200 |

ADI TOTAL TVHH 1,156,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 1 | 656,200 | 56.7% |
| B | 1 | 472,300 | 40.8% |
| C | 1 | 28,200 | 2.4% |
| D | | | |

## MILWAUKEE

ADI TVHH RANK 29 % OF US TVHH .82%

| | | | |
|---|---|---|---|
| C | DODGE | WI | 29,500 |
| C | JEFFERSON | WI | 23,400 |

## MILWAUKEE (Cont.)

| | | | |
|---|---|---|---|
| B | MILWAUKEE | WI | 362,900 |
| B | OZAUKEE | WI | 23,500 |
| B | RACINE | WI | 61,700 |
| C | SHEBOYGAN | WI | 36,700 |
| C | WALWORTH | WI | 26,400 |
| B | WASHINGTON | WI | 29,600 |
| B | WAUKESHA | WI | 96,200 |

ADI TOTAL TVHH 685,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 573,900 | 83.7% |
| C | 4 | 112,000 | 16.3% |
| D | | | |

## MINNEAPOLIS-ST. PAUL

ADI TVHH RANK 14 % OF US TVHH 1.37%

| | | | |
|---|---|---|---|
| A | ANOKA | MN | 67,700 |
| D | BENTON | MN | 9,000 |
| D | BROWN | MN | 10,100 |
| A | CARVER | MN | 13,300 |
| D | CHIPPEWA | MN | 5,800 |
| A | CHISAGO | MN | 9,200 |
| D | COTTONWOOD | MN | 5,300 |
| C | CROW WING | MN | 16,200 |
| A | DAKOTA | MN | 72,700 |
| C | GOODHUE | MN | 14,300 |
| A | HENNEPIN | MN | 377,600 |
| D | ISANTI | MN | 8,500 |
| D | KANABEC | MN | 4,700 |
| C | KANDIYOHI | MN | 13,700 |
| D | LAC QUI PARLE | MN | 3,800 |
| D | LE SUEUR | MN | 8,500 |
| D | LYON | MN | 8,800 |
| D | MC LEOD | MN | 10,900 |
| D | MEEKER | MN | 7,600 |
| D | MILLE LACS | MN | 6,900 |
| D | MORRISON | MN | 9,900 |
| D | NICOLLET | MN | 9,200 |
| D | PINE | MN | 7,200 |
| A | RAMSEY | MN | 175,100 |
| D | REDWOOD | MN | 6,700 |
| D | RENVILLE | MN | 7,400 |
| C | RICE | MN | 15,200 |
| A | SCOTT | MN | 15,100 |
| D | SHERBURNE | MN | 10,100 |
| D | SIBLEY | MN | 5,500 |
| C | STEARNS | MN | 34,400 |
| D | STEELE | MN | 11,100 |
| D | SWIFT | MN | 4,600 |
| D | WABASHA | MN | 7,200 |
| D | WASECA | MN | 6,900 |
| A | WASHINGTON | MN | 39,500 |
| D | WATONWAN | MN | 4,800 |
| A | WRIGHT | MN | 20,600 |
| D | YELLOW MEDICINE | MN | 4,800 |
| C | BARRON | WI | 14,500 |
| D | BURNETT | WI | 4,900 |
| D | DUNN | WI | 11,600 |
| D | PEPIN | WI | 2,600 |
| D | PIERCE | WI | 10,500 |
| D | POLK | WI | 12,300 |
| A | ST CROIX | WI | 15,400 |

ADI TOTAL TVHH 1,141,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 10 | 806,200 | 70.6% |
| B | | | |
| C | 6 | 108,300 | 9.5% |
| D | 30 | 227,200 | 19.9% |

## MINOT-BISMARCK-DICKINSON

ADI TVHH RANK 142 % OF US TVHH .16%

| | | | |
|---|---|---|---|
| D | DANIELS | MT | 1,000 |
| D | MC CONE | MT | 900 |
| D | RICHLAND | MT | 4,600 |
| D | ROOSEVELT | MT | 3,300 |
| D | SHERIDAN | MT | 1,900 |
| D | WIBAUX | MT | 500 |
| D | ADAMS | ND | 1,300 |
| D | BILLINGS | ND | 400 |
| D | BOTTINEAU | ND | 3,200 |
| D | BOWMAN | ND | 1,500 |
| D | BURKE | ND | 1,500 |

## MINOT-BISMARCK-DICKINSON (Cont.)

| | | | |
|---|---|---|---|
| C | BURLEIGH | ND | 21,400 |
| D | DEVIDE | ND | 1,300 |
| D | DUNN | ND | 1,600 |
| D | EMMONS | ND | 2,000 |
| D | GOLDEN VALLEY | ND | 900 |
| D | GRANT | ND | 1,500 |
| D | HETTINGER | ND | 1,500 |
| D | KIDDER | ND | 1,400 |
| D | LOGAN | ND | 1,200 |
| D | MC HENRY | ND | 2,800 |
| D | MC INTOSH | ND | 1,800 |
| D | MC KENZIE | ND | 2,600 |
| D | MC LEAN | ND | 4,500 |
| D | MERCER | ND | 3,700 |
| D | MORTON | ND | 9,200 |
| D | MOUNTRAIL | ND | 2,700 |
| D | OLIVER | ND | 800 |
| D | PIERCE | ND | 2,100 |
| D | RENVILLE | ND | 1,300 |
| D | ROLETTE | ND | 3,500 |
| D | SHERIDAN | ND | 1,000 |
| D | SIOUX | ND | 900 |
| D | SLOPE | ND | 400 |
| D | STARK | ND | 8,500 |
| C | WARD | ND | 20,800 |
| D | WILLIAMS | ND | 8,800 |
| D | CAMPBELL | SD | 800 |
| D | CORSON | SD | 1,400 |
| D | DEWEY | SD | 1,400 |
| D | WALWORTH | SD | 2,500 |

ADI TOTAL TVHH 134,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 42,200 | 31.4% |
| D | 39 | 92,200 | 68.6% |

## MISSOULA-BUTTE

ADI TVHH RANK 154 % OF US TVHH .14%

| | | | |
|---|---|---|---|
| D | BEAVERHEAD | MT | 2,800 |
| D | DEER LODGE | MT | 4,100 |
| C | FLATHEAD | MT | 20,300 |
| C | GALLATIN | MT | 15,800 |
| D | GRANITE | MT | 1,000 |
| D | JEFFERSON | MT | 2,500 |
| D | LAKE | MT | 7,000 |
| D | MADISON | MT | 2,100 |
| D | MINERAL | MT | 1,600 |
| C | MISSOULA | MT | 30,400 |
| D | POWELL | MT | 2,200 |
| D | RAVALLI | MT | 8,800 |
| D | SANDERS | MT | 3,400 |
| C | SILVER BOW | MT | 14,100 |

ADI TOTAL TVHH 116,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 80,600 | 69.4% |
| D | 10 | 35,500 | 30.6% |

## MOBILE-PENSACOLA

ADI TVHH RANK 61 % OF US TVHH .48%

| | | | |
|---|---|---|---|
| B | BALDWIN | AL | 29,200 |
| D | CLARKE | AL | 9,000 |
| D | CONECUH | AL | 5,400 |
| C | ESCAMBIA | AL | 13,000 |
| B | MOBILE | AL | 131,600 |
| D | MONROE | AL | 7,600 |
| D | WASHINGTON | AL | 5,500 |
| B | ESCAMBIA | FL | 87,200 |
| C | OKALOOSA | FL | 41,000 |
| B | SANTA ROSA | FL | 20,900 |
| D | GEORGE | MS | 5,100 |
| D | GREENE | MS | 3,100 |
| C | JACKSON | MS | 41,100 |

ADI TOTAL TVHH 399,700

## MOBILE-PENSACOLA (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 268,900 | 67.3% |
| C | 3 | 95,100 | 23.8% |
| D | 6 | 35,700 | 8.9% |

## MONROE-EL DORADO

ADI TVHH RANK 105 % OF US TVHH .23%

| | | | |
|---|---|---|---|
| D | ASHLEY | AR | 9,400 |
| D | CHICOT | AR | 5,800 |
| B | UNION | AR | 18,600 |
| D | CALDWELL | LA | 4,100 |
| D | CATAHOULA | LA | 4,200 |
| D | CONCORDIA | LA | 7,800 |
| D | EAST CARROLL | LA | 3,500 |
| D | FRANKLIN | LA | 8,200 |
| D | JACKSON | LA | 6,300 |
| D | LA SALLE | LA | 6,400 |
| C | LINCOLN | LA | 13,200 |
| D | MADISON | LA | 5,200 |
| D | MOREHOUSE | LA | 12,000 |
| B | OUACHITA | LA | 50,600 |
| D | RICHLAND | LA | 7,100 |
| D | TENSAS | LA | 2,800 |
| B | UNION | LA | 7,500 |
| D | WEST CARROLL | LA | 4,400 |
| D | WINN | LA | 6,100 |
| C | ADAMS | MS | 12,900 |

ADI TOTAL TVHH 196,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 76,700 | 39.1% |
| C | 2 | 26,100 | 13.3% |
| D | 15 | 93,300 | 47.6% |

## MONTGOMERY

ADI TVHH RANK 119 % OF US TVHH .20%

| | | | |
|---|---|---|---|
| B | AUTAUGA | AL | 11,100 |
| D | BULLOCK | AL | 3,400 |
| D | BUTLER | AL | 7,400 |
| C | COVINGTON | AL | 14,400 |
| D | CRENSHAW | AL | 5,200 |
| B | ELMORE | AL | 15,000 |
| D | LOWNDES | AL | 3,700 |
| D | MACON | AL | 8,400 |
| B | MONTGOMERY | AL | 73,000 |
| D | PIKE | AL | 9,900 |
| C | TALLAPOOSA | AL | 13,900 |
| D | WILCOX | AL | 4,300 |

ADI TOTAL TVHH 169,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 99,100 | 58.4% |
| C | 2 | 28,300 | 16.7% |
| D | 7 | 42,300 | 24.9% |

## NASHVILLE

ADI TVHH RANK 30 % OF US TVHH .77%

| | | | |
|---|---|---|---|
| D | ALLEN | KY | 5,400 |
| D | BARREN | KY | 13,000 |
| C | CHRISTIAN | KY | 20,900 |
| D | CLINTON | KY | 3,300 |
| D | CUMBERLAND | KY | 2,800 |
| D | LOGAN | KY | 9,000 |
| D | MONROE | KY | 4,600 |
| D | SIMPSON | KY | 5,400 |
| D | TODD | KY | 4,300 |
| D | TRIGG | KY | 3,600 |
| D | BEDFORD | TN | 10,400 |
| D | BENTON | TN | 6,000 |
| D | CANNON | TN | 3,800 |
| B | CHEATHAM | TN | 7,800 |
| D | CLAY | TN | 2,900 |
| C | COFFEE | TN | 14,700 |
| B | DAVIDSON | TN | 187,100 |
| D | DE KALB | TN | 5,400 |
| D | DECATUR | TN | 4,300 |

## NASHVILLE (Cont.)

| | | | |
|---|---|---|---|
| B | DICKSON | TN | 11,500 |
| D | FRANKLIN | TN | 11,300 |
| D | GILES | TN | 9,200 |
| D | HENRY | TN | 11,300 |
| D | HICKMAN | TN | 5,300 |
| D | HOUSTON | TN | 2,500 |
| D | HUMPHREYS | TN | 6,100 |
| D | JACKSON | TN | 3,300 |
| D | LAWRENCE | TN | 12,500 |
| D | LEWIS | TN | 3,300 |
| D | MACON | TN | 6,100 |
| D | MARSHALL | TN | 7,600 |
| C | MAURY | TN | 19,400 |
| C | MONTGOMERY | TN | 30,000 |
| D | MOORE | TN | 1,600 |
| D | OVERTON | TN | 6,300 |
| D | PERRY | TN | 2,500 |
| D | PICKETT | TN | 1,700 |
| C | PUTNAM | TN | 18,300 |
| B | ROBERTSON | TN | 13,500 |
| B | RUTHERFORD | TN | 30,900 |
| D | SMITH | TN | 5,800 |
| D | STEWART | TN | 3,400 |
| B | SUMNER | TN | 31,600 |
| D | TROUSDALE | TN | 2,500 |
| D | VAN BUREN | TN | 1,700 |
| D | WARREN | TN | 12,800 |
| D | WAYNE | TN | 5,000 |
| D | WHITE | TN | 7,400 |
| B | WILLIAMSON | TN | 21,000 |
| B | WILSON | TN | 20,900 |

ADI TOTAL TVHH 641,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 8 | 324,300 | 50.6% |
| C | 5 | 103,300 | 16.1% |
| D | 37 | 213,400 | 33.3% |

## NEW ORLEANS

ADI TVHH RANK 34 % OF US TVHH .73%

| | | | |
|---|---|---|---|
| B | JEFFERSON | LA | 173,400 |
| C | LAFOURCHE | LA | 27,600 |
| B | ORLEANS | LA | 208,100 |
| D | PLAQUEMINES | LA | 8,000 |
| B | ST BERNARD | LA | 22,500 |
| C | ST CHARLES | LA | 12,700 |
| D | ST JAMES | LA | 6,300 |
| D | ST JOHN THE BAPTIST | LA | 10,300 |
| B | ST TAMMANY | LA | 41,600 |
| C | TANGIPAHOA | LA | 27,600 |
| C | TERREBONNE | LA | 32,300 |
| C | WASHINGTON | LA | 15,600 |
| D | HANCOCK | MS | 8,900 |
| D | PEARL RIVER | MS | 11,600 |

ADI TOTAL TVHH 606,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 445,600 | 73.5% |
| C | 5 | 119,800 | 19.1% |
| D | 5 | 45,100 | 7.4% |

## NEW YORK (POUGHKEEPSIE)

ADI TVHH RANK 1 % OF US TVHH 7.74%

| | | | |
|---|---|---|---|
| B | FAIRFIELD | CT | 286,600 |
| A | BERGEN | NJ | 302,700 |
| A | ESSEX | NJ | 292,500 |
| A | HUDSON | NJ | 204,300 |
| C | HUNTERDON | NJ | 30,200 |
| A | MIDDLESEX | NJ | 202,100 |
| B | MONMOUTH | NJ | 177,700 |
| A | MORRIS | NJ | 136,400 |
| B | OCEAN | NJ | 145,000 |
| A | PASSAIC | NJ | 152,100 |
| A | SOMERSET | NJ | 69,600 |
| C | SUSSEX | NJ | 41,300 |
| A | UNION | NJ | 176,800 |
| A | BRONX | NY | 403,600 |
| B | DUTCHESS | NY | 83,900 |
| A | KINGS | NY | 795,600 |
| A | NASSAU | NY | 426,800 |
| A | NEW YORK | NY | 685,200 |
| B | ORANGE | NY | 87,700 |

## NEW YORK (POUGHKEEPSIE) (Cont.)

| | | | |
|---|---|---|---|
| A | PUTNAM | NY | 26,700 |
| A | QUEENS | NY | 720,500 |
| A | RICHMOND | NY | 121,600 |
| A | ROCKLAND | NY | 81,900 |
| A | SUFFOLK | NY | 407,400 |
| C | SULLIVAN | NY | 24,400 |
| B | ULSTER | NY | 57,800 |
| A | WESTCHESTER | NY | 309,900 |
| D | PIKE | PA | 7,600 |

ADI TOTAL TVHH 5,457,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 18 | 5,515,700 | 85.4% |
| B | 6 | 838,700 | 13.0% |
| C | 3 | 95,900 | 1.5% |
| D | 1 | 7,600 | .1% |

## NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON

ADI TVHH RANK 46 % OF US TVHH .59%

| | | | |
|---|---|---|---|
| D | CAMDEN | NC | 2,000 |
| D | CHOWAN | NC | 4,700 |
| B | CURRITUCK | NC | 4,600 |
| D | DARE | NC | 6,000 |
| D | GATES | NC | 2,800 |
| D | HERTFORD | NC | 7,700 |
| D | NORTHAMPTON | NC | 7,000 |
| D | PASQUOTANK | NC | 10,100 |
| D | PERQUIMANS | NC | 3,500 |
| D | ACCOMACK | VA | 11,600 |
| B | CHESAPEAKE CITY | VA | 39,400 |
| B | GLOUCESTER | VA | 7,900 |
| B | HAMPTON CITY | VA | 43,000 |
| D | ISLE OF WIGHT | VA | 7,500 |
| B | JAMES CITY | VA | 11,400 |
| D | MATHEWS | VA | 3,300 |
| D | MIDDLESEX | VA | 3,100 |
| B | NEWPORT NEWS CITY | VA | 54,200 |
| B | NORFOLK CITY | VA | 85,900 |
| D | NORTHAMPTON | VA | 5,600 |
| B | PORTSMOUTH CITY | VA | 36,600 |
| D | SOUTHAMPTON | VA | 7,900 |
| B | SUFFOLK CITY | VA | 16,000 |
| D | SURRY | VA | 2,000 |
| B | VA BEACH CITY | VA | 97,400 |
| B | YORK | VA | 14,600 |

ADI TOTAL TVHH 495,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 11 | 411,000 | 82.9% |
| C | | | |
| D | 15 | 84,800 | 17.1% |

## NORTH PLATTE

ADI TVHH RANK 208 % OF US TVHH .02%

| | | | |
|---|---|---|---|
| D | ARTHUR | NE | 200 |
| D | BLAINE | NE | 300 |
| D | HOOKER | NE | 400 |
| C | LINCOLN | NE | 14,200 |
| D | LOGAN | NE | 400 |
| D | MC PHERSON | NE | 200 |
| D | PERKINS | NE | 1,400 |
| D | THOMAS | NE | 400 |

ADI TOTAL TVHH 17,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 14,200 | 81.1% |
| D | 7 | 3,300 | 18.9% |

## ODESSA-MIDLAND

ADI TVHH RANK 145 % OF US TVHH .16%

| | | | |
|---|---|---|---|
| D | LEA SOUTH | NM | 2,300 |
| D | ANDREWS | TX | 4,600 |
| D | BREWSTER | TX | 2,600 |
| D | CRANE | TX | 1,800 |
| D | CROCKETT | TX | 1,600 |
| B | ECTOR | TX | 44,800 |

## ODESSA-MIDLAND (Cont.)

| | | | |
|---|---|---|---|
| D | GAINES | TX | 4,500 |
| D | GLASSCOCK | TX | 400 |
| D | HOWARD | TX | 11,800 |
| D | JEFF DAVIS | TX | 600 |
| D | LOVING | TX | 100 |
| D | MARTIN | TX | 1,600 |
| B | MIDLAND | TX | 32,800 |
| D | PECOS | TX | 4,600 |
| D | PRESIDIO | TX | 1,600 |
| D | REAGAN | TX | 1,300 |
| D | REEVES | TX | 4,700 |
| D | TERRELL | TX | 600 |
| D | UPTON | TX | 1,600 |
| B | WARD | TX | 4,800 |
| D | WINKLER | TX | 3,400 |

ADI TOTAL TVHH 132,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 82,400 | 62.4% |
| C | | | |
| D | 18 | 49,700 | 37.6% |

## OKLAHOMA CITY

ADI TVHH RANK 40 % OF US TVHH .67%

| | | | |
|---|---|---|---|
| D | ALFALFA | OK | 2,800 |
| D | BECKHAM | OK | 7,800 |
| D | BLAINE | OK | 5,300 |
| D | CADDO | OK | 11,600 |
| B | CANADIAN | OK | 21,300 |
| B | CLEVELAND | OK | 51,700 |
| D | CUSTER | OK | 10,000 |
| D | DEWEY | OK | 2,300 |
| D | ELLIS | OK | 2,100 |
| C | GARFIELD | OK | 25,200 |
| D | GARVIN | OK | 11,200 |
| C | GRADY | OK | 15,300 |
| D | GRANT | OK | 2,700 |
| D | GREER | OK | 2,800 |
| D | HARMON | OK | 1,700 |
| D | HARPER | OK | 1,900 |
| D | HUGHES | OK | 5,500 |
| C | KAY | OK | 20,000 |
| D | KINGFISHER | OK | 5,400 |
| D | KIOWA | OK | 5,200 |
| D | LINCOLN | OK | 10,400 |
| D | LOGAN | OK | 10,100 |
| D | MAJOR | OK | 3,300 |
| B | MC CLAIN | OK | 7,700 |
| D | MURRAY | OK | 4,800 |
| D | NOBLE | OK | 4,600 |
| D | OKFUSKEE | OK | 4,300 |
| B | OKLAHOMA | OK | 230,500 |
| C | PAYNE | OK | 23,700 |
| B | POTTAWATOMIE | OK | 21,600 |
| D | SEMINOLE | OK | 10,600 |
| D | WASHITA | OK | 5,300 |
| D | WOODS | OK | 4,200 |
| D | WOODWARD | OK | 8,200 |

ADI TOTAL TVHH 561,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 332,800 | 59.3% |
| C | 4 | 84,200 | 15.0% |
| D | 25 | 144,100 | 25.7% |

## OMAHA

ADI TVHH RANK 70 % OF US TVHH .41%

| | | | |
|---|---|---|---|
| D | ADAMS | IA | 2,200 |
| D | AUDUBON | IA | 3,200 |
| D | CASS | IA | 6,700 |
| D | CRAWFORD | IA | 6,800 |
| D | FREMONT | IA | 3,600 |
| D | HARRISON | IA | 5,900 |
| D | MILLS | IA | 4,700 |
| D | MONTGOMERY | IA | 5,200 |
| D | PAGE | IA | 7,500 |
| B | POTTAWATTAMIE | IA | 31,700 |
| D | SHELBY | IA | 5,400 |
| D | TAYLOR | IA | 3,200 |
| D | ATCHISON | MO | 3,300 |
| D | BURT | NE | 3,400 |
| D | BUTLER | NE | 3,300 |

## OMAHA (Cont.)

| | | | |
|---|---|---|---|
| D | CASS | NE | 7,600 |
| D | COLFAX | NE | 3,800 |
| D | CUMING | NE | 4,000 |
| D | DODGE | NE | 13,800 |
| B | DOUGLAS | NE | 151,600 |
| D | JOHNSON | NE | 2,100 |
| D | NEMAHA | NE | 3,100 |
| D | OTOE | NE | 5,700 |
| D | PAWNEE | NE | 1,600 |
| D | RICHARDSON | NE | 4,400 |
| B | SARPY | NE | 29,700 |
| D | SAUNDERS | NE | 6,800 |
| D | SEWARD | NE | 5,700 |
| D | WASHINGTON | NE | 5,800 |

ADI TOTAL TVHH 341,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 213,000 | 62.3% |
| C | | | |
| D | 26 | 128,800 | 37.7% |

## ORLANDO-DAYTONA BEACH

ADI TVHH RANK 33 % OF US TVHH .75%

| | | | |
|---|---|---|---|
| B | BREVARD | FL | 111,400 |
| D | FLAGLER | FL | 5,300 |
| C | LAKE | FL | 45,900 |
| C | MARION | FL | 51,600 |
| B | ORANGE | FL | 188,800 |
| B | OSCEOLA | FL | 21,900 |
| B | SEMINOLE | FL | 75,100 |
| D | SUMTER | FL | 9,500 |
| B | VOLUSIA | FL | 117,400 |

ADI TOTAL TVHH 626,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 514,600 | 82.1% |
| C | 2 | 97,500 | 15.6% |
| D | 2 | 14,800 | 2.4% |

## OTTUMWA-KIRKSVILLE

ADI TVHH RANK 201 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| D | DAVIS | IA | 3,400 |
| D | VAN BUREN | IA | 3,100 |
| D | ADAIR | MO | 9,400 |
| D | MACON | MO | 6,300 |
| D | PUTNAM | MO | 2,400 |
| D | SCHUYLER | MO | 1,900 |
| D | SULLIVAN | MO | 2,900 |

ADI TOTAL TVHH 29,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | | | |
| D | 7 | 29,400 | 100.0% |

## PADUCAH-CAPE GIRARDEAU-HARRISBURG

ADI TVHH RANK 72 % OF US TVHH .40%

| | | | |
|---|---|---|---|
| D | ALEXANDER | IL | 4,600 |
| C | FRANKLIN | IL | 17,300 |
| D | HAMILTON | IL | 3,700 |
| D | HARDIN | IL | 2,000 |
| C | JACKSON | IL | 23,300 |
| C | JEFFERSON | IL | 14,400 |
| D | JOHNSON | IL | 3,500 |
| D | MASSAC | IL | 5,800 |
| D | POPE | IL | 1,500 |
| D | PULASKI | IL | 3,100 |
| D | SALINE | IL | 11,300 |
| D | UNION | IL | 6,800 |
| C | WILLIAMSON | IL | 22,600 |
| D | BALLARD | KY | 3,500 |
| D | CALDWELL | KY | 5,000 |
| D | CALLOWAY | KY | 11,000 |
| D | CARLISLE | KY | 2,100 |
| D | CRITTENDEN | KY | 3,400 |
| D | FULTON | KY | 3,400 |

## PADUCAH-CAPE GIRARDEAU-HARRISBURG (Cont.)

| | | | |
|---|---|---|---|
| D | GRAVES | KY | 13,500 |
| D | HICKMAN | KY | 2,200 |
| D | LIVINGSTON | KY | 3,700 |
| D | LYON | KY | 2,500 |
| D | MARSHALL | KY | 10,200 |
| C | MC CRACKEN | KY | 24,400 |
| D | BOLLINGER | MO | 3,900 |
| C | BUTLER | MO | 14,600 |
| C | CAPE GIRARDEAU | MO | 22,300 |
| D | CARTER | MO | 2,000 |
| C | DUNKLIN | MO | 13,500 |
| D | MADISON | MO | 4,300 |
| D | MISSISSIPPI | MO | 5,400 |
| D | NEW MADRID | MO | 8,000 |
| C | SCOTT | MO | 14,900 |
| D | STODDARD | MO | 11,100 |
| D | WAYNE | MO | 4,600 |
| D | LAKE | TN | 2,600 |
| D | OBION | TN | 12,500 |
| D | WEAKLEY | TN | 11,900 |

ADI TOTAL TVHH 336,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 9 | 167,300 | 49.7% |
| D | 30 | 169,100 | 50.3% |

## PALM SPRINGS

ADI TVHH RANK 188 % OF US TVHH .06%

| | | | |
|---|---|---|---|
| C | RIVERSIDE CENTRAL | CA | 49,800 |

ADI TOTAL TVHH 49,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 49,800 | 100.0% |
| D | | | |

## PANAMA CITY

ADI TVHH RANK 176 % OF US TVHH .08%

| | | | |
|---|---|---|---|
| C | BAY | FL | 38,100 |
| D | CALHOUN | FL | 3,400 |
| D | FRANKLIN | FL | 2,700 |
| D | GULF | FL | 3,600 |
| D | LIBERTY | FL | 1,500 |
| D | WALTON | FL | 8,700 |
| D | WASHINGTON | FL | 5,700 |

ADI TOTAL TVHH 63,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 38,100 | 59.8% |
| D | 6 | 25,600 | 40.2% |

## PARKERSBURG

ADI TVHH RANK 194 % OF US TVHH .05%

| | | | |
|---|---|---|---|
| D | PLEASANTS | WV | 3,000 |
| C | WOOD | WV | 35,200 |

ADI TOTAL TVHH 38,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 35,200 | 92.1% |
| D | 1 | 3,000 | 7.9% |

## PEORIA

ADI TVHH RANK 99 % OF US TVHH .25%

| | | | |
|---|---|---|---|
| C | FULTON | IL | 16,200 |
| D | MARSHALL | IL | 5,200 |
| D | MASON | IL | 7,400 |

## PEORIA (Cont.)

| | | | |
|---|---|---|---|
| C | MC LEAN | IL | 43,600 |
| B | PEORIA | IL | 74,700 |
| D | PUTNAM | IL | 2,200 |
| D | STARK | IL | 2,700 |
| B | TAZEWELL | IL | 48,600 |
| B | WOODFORD | IL | 11,600 |

ADI TOTAL TVHH 212,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 134,900 | 63.6% |
| C | 2 | 59,800 | 28.2% |
| D | 4 | 17,500 | 8.2% |

## PHILADELPHIA (ALLENTOWN, READING & WILDWOOD)

ADI TVHH RANK 4 % OF US TVHH 2.97%

| | | | |
|---|---|---|---|
| C | KENT | DE | 35,400 |
| B | NEW CASTLE | DE | 145,100 |
| B | ATLANTIC | NJ | 72,900 |
| A | BURLINGTON | NJ | 122,700 |
| A | CAMDEN | NJ | 167,100 |
| C | CAPE MAY | NJ | 35,100 |
| C | CUMBERLAND | NJ | 45,400 |
| A | GLOUCESTER | NJ | 69,300 |
| B | MERCER | NJ | 106,600 |
| C | SALEM | NJ | 22,800 |
| C | WARREN | NJ | 30,600 |
| B | BERKS | PA | 117,100 |
| A | BUCKS | PA | 166,500 |
| A | CHESTER | PA | 111,100 |
| A | DELAWARE | PA | 193,100 |
| B | LEHIGH | PA | 105,200 |
| C | MONROE | PA | 28,000 |
| A | MONTGOMERY | PA | 230,700 |
| B | NORTHAMPTON | PA | 81,900 |
| A | PHILADELPHIA | PA | 595,300 |

ADI TOTAL TVHH 2,481,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 8 | 1,655,800 | 66.7% |
| B | 6 | 628,800 | 25.3% |
| C | 6 | 197,300 | 7.9% |
| D | | | |

## PHOENIX (FLAGSTAFF)

ADI TVHH RANK 25 % OF US TVHH .93%

| | | | |
|---|---|---|---|
| D | APACHE SOUTH | AZ | 2,600 |
| C | COCONINO | AZ | 23,400 |
| C | GILA | AZ | 13,400 |
| D | GRAHAM | AZ | 6,800 |
| D | GREENLEE | AZ | 3,800 |
| A | MARICOPA | AZ | 614,900 |
| C | MOHAVE | AZ | 24,100 |
| C | NAVAJO | AZ | 19,100 |
| C | PINAL | AZ | 30,400 |
| C | YAVAPAI | AZ | 29,500 |
| D | RIVERSIDE EAST | CA | 6,300 |

ADI TOTAL TVHH 774,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 1 | 614,900 | 79.4% |
| B | | | |
| C | 6 | 139,900 | 18.1% |
| D | 4 | 19,500 | 2.5% |

## PITTSBURGH

ADI TVHH RANK 12 % OF US TVHH 1.47%

| | | | |
|---|---|---|---|
| D | GARRETT | MD | 9,400 |
| A | ALLEGHENY | PA | 536,800 |
| C | ARMSTRONG | PA | 28,700 |
| A | BEAVER | PA | 72,900 |
| C | BUTLER | PA | 52,600 |
| C | CLARION | PA | 14,700 |
| B | FAYETTE | PA | 57,400 |
| C | GREENE | PA | 14,500 |
| C | INDIANA | PA | 31,300 |
| C | LAWRENCE | PA | 38,000 |
| C | SOMERSET | PA | 29,000 |
| C | VENANGO | PA | 22,900 |

## PITTSBURGH (Cont.)

| | | | |
|---|---|---|---|
| A | WASHINGTON | PA | 78,600 |
| A | WESTMORELAND | PA | 143,300 |
| D | BROOKE | WV | 10,800 |
| C | HANCOCK | WV | 14,800 |
| C | MARION | WV | 25,000 |
| C | MONONGALIA | WV | 28,700 |
| D | PRESTON | WV | 10,900 |
| D | TAYLOR | WV | 6,000 |
| D | TUCKER | WV | 3,300 |

ADI TOTAL TVHH 1,229,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 4 | 831,600 | 67.6% |
| B | 1 | 57,400 | 4.7% |
| C | 11 | 300,200 | 24.4% |
| D | 5 | 40,400 | 3.3% |

## PORTLAND, OR

ADI TVHH RANK 22 % OF US TVHH .98%

| | | | |
|---|---|---|---|
| C | BENTON | OR | 24,800 |
| B | CLACKAMAS | OR | 89,500 |
| D | CLATSOP | OR | 12,700 |
| C | COLUMBIA | OR | 13,400 |
| D | CROOK | OR | 5,000 |
| D | GILLIAM | OR | 800 |
| D | HARNEY | OR | 3,000 |
| B | HOOD RIVER | OR | 6,100 |
| D | JEFFERSON | OR | 4,300 |
| D | LINCOLN | OR | 15,200 |
| C | LINN | OR | 34,600 |
| B | MARION | OR | 79,900 |
| B | MULTNOMAH | OR | 234,500 |
| C | POLK | OR | 17,700 |
| D | SHERMAN | OR | 800 |
| D | TILLAMOOK | OR | 8,400 |
| D | UNION | OR | 8,700 |
| D | WASCO | OR | 8,300 |
| B | WASHINGTON | OR | 101,300 |
| D | WHEELER | OR | 600 |
| C | YAMHILL | OR | 20,600 |
| B | CLARK | WA | 76,000 |
| C | COWLITZ | WA | 30,800 |
| D | KLICKITAT | WA | 5,900 |
| D | PACIFIC | WA | 7,000 |
| D | SKAMANIA | WA | 2,900 |
| D | WAHKIAKUM | WA | 1,300 |

ADI TOTAL TVHH 814,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 581,200 | 71.4% |
| C | 6 | 141,900 | 17.4% |
| D | 16 | 91,000 | 11.2% |

## PORTLAND-POLAND SPRING

ADI TVHH RANK 77 % OF US TVHH .36%

| | | | |
|---|---|---|---|
| B | ANDROSCOGGIN | ME | 36,600 |
| B | CUMBERLAND | ME | 82,400 |
| D | FRANKLIN | ME | 9,900 |
| C | KENNEBEC | ME | 40,800 |
| D | KNOX | ME | 12,800 |
| D | LINCOLN | ME | 10,000 |
| C | OXFORD | ME | 18,300 |
| D | SAGADAHOC | ME | 10,600 |
| C | YORK | ME | 53,700 |
| D | CARROLL | NH | 12,300 |
| D | COOS | NH | 13,300 |
| D | ESSEX | VT | 2,300 |

ADI TOTAL TVHH 303,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 119,000 | 39.3% |
| C | 3 | 112,800 | 37.2% |
| D | 7 | 71,200 | 23.5% |

# COUNTIES IN ADI MARKETS

## PRESQUE ISLE

ADI TVHH RANK 200 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| C | AROOSTCOK | ME | 29,500 |

ADI TOTAL TVHH 29,500

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 29,500 | 100.0% |
| D | | | |

## PROVIDENCE-NEW BEDFORD

ADI TVHH RANK 41 % OF US TVHH .67%

| | | | |
|---|---|---|---|
| C | WINDHAM | CT | 33,200 |
| B | BRISTOL | MA | 172,600 |
| D | DUKES | MA | 4,000 |
| B | BRISTOL | RI | 16,100 |
| B | KENT | RI | 57,000 |
| C | NEWPORT | RI | 28,900 |
| B | PROVIDENCE | RI | 212,700 |
| C | WASHINGTON | RI | 33,000 |

ADI TOTAL TVHH 557,500

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 458,400 | 82.2% |
| C | 3 | 95,100 | 17.1% |
| D | 1 | 4,000 | .7% |

## QUINCY-HANNIBAL

ADI TVHH RANK 153 % OF US TVHH .14%

| | | | |
|---|---|---|---|
| C | LEE | IA | 16,000 |
| C | ADAMS | IL | 26,900 |
| D | BROWN | IL | 2,000 |
| D | CASS | IL | 5,600 |
| D | HANCOCK | IL | 9,200 |
| C | MC DONOUGH | IL | 12,800 |
| D | PIKE | IL | 7,200 |
| D | SCHUYLER | IL | 3,100 |
| D | SCOTT | IL | 2,300 |
| D | CLARK | MO | 3,100 |
| D | KNOX | MO | 2,100 |
| D | LEWIS | MO | 3,900 |
| C | MARION | MO | 10,900 |
| D | MONROE | MO | 3,600 |
| D | RALLS | MO | 3,400 |
| D | SCOTLAND | MO | 2,100 |
| D | SHELBY | MO | 3,000 |

ADI TOTAL TVHH 117,200

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 66,600 | 56.8% |
| D | 13 | 50,600 | 43.2% |

## RALEIGH-DURHAM (FAYETTEVILLE, NC)

ADI TVHH RANK 30 % OF US TVHH .69%

| | | | |
|---|---|---|---|
| D | CHATHAM | NC | 12,700 |
| B | CUMBERLAND | NC | 80,500 |
| B | DURHAM | NC | 58,900 |
| D | FRANKLIN | NC | 10,400 |
| D | GRANVILLE | NC | 10,800 |
| C | HALIFAX | NC | 18,700 |
| C | HARNETT | NC | 21,300 |
| D | HOKE | NC | 6,400 |
| C | JOHNSTON | NC | 26,200 |
| C | LEE | NC | 13,600 |
| C | MOORE | NC | 20,200 |
| C | NASH | NC | 24,800 |
| B | ORANGE | NC | 29,800 |
| D | PERSON | NC | 10,300 |
| C | SAMPSON | NC | 17,500 |
| D | SCOTLAND | NC | 11,000 |
| C | VANCE | NC | 12,900 |
| B | WAKE | NC | 117,300 |
| D | WARREN | NC | 5,400 |
| C | WAYNE | NC | 34,500 |
| C | WILSON | NC | 22,600 |

## RALEIGH-DURHAM (FAYETTEVILLE, NC) (Cont.)

| | | | |
|---|---|---|---|
| D | MECKLENBURG | VA | 10,300 |

ADI TOTAL TVHH 576,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 286,500 | 49.7% |
| C | 10 | 212,300 | 36.9% |
| D | 8 | 77,300 | 13.4% |

## RAPID CITY

ADI TVHH RANK 161 % OF US TVHH .11%

| | | | |
|---|---|---|---|
| D | CARTER | MT | 600 |
| D | POWDER RIVER | MT | 800 |
| D | BOX BUTTE | NE | 5,500 |
| D | GARDEN | NE | 1,100 |
| D | GRANT | NE | 300 |
| D | SHERIDAN | NE | 2,900 |
| D | SIOUX | NE | 700 |
| D | BENNETT | SD | 1,000 |
| D | BUTTE | SD | 3,200 |
| D | CUSTER | SD | 2,300 |
| D | FALL RIVER | SD | 3,200 |
| D | HAAKON | SD | 1,000 |
| D | HARDING | SD | 600 |
| D | JACKSON | SD | 1,100 |
| D | LAWRENCE | SD | 7,100 |
| D | MEADE | SD | 7,100 |
| C | PENNINGTON | SD | 27,000 |
| D | PERKINS | SD | 1,700 |
| D | SHANNON | SD | 2,300 |
| D | ZIEBACH | SD | 600 |
| D | CAMPBELL | WY | 9,000 |
| D | CROOK | WY | 2,000 |
| D | SHERIDAN | WY | 9,900 |
| D | WESTON | WY | 2,700 |

ADI TOTAL TVHH 93,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 27,000 | 28.8% |
| D | 23 | 66,700 | 71.2% |

## RENO

ADI TVHH RANK 125 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| D | ALPINE | CA | 400 |
| D | EL DORADO EAST | CA | 11,700 |
| D | LASSEN | CA | 7,700 |
| D | MONO | CA | 3,600 |
| D | PLACER EAST | CA | 3,300 |
| C | CARSON CITY | NV | 14,200 |
| D | CHURCHILL | NV | 5,500 |
| D | DOUGLAS | NV | 8,700 |
| D | ESMERALDA | NV | 300 |
| D | HUMBOLDT | NV | 3,700 |
| D | LANDER | NV | 1,600 |
| D | LYON | NV | 5,400 |
| D | MINERAL | NV | 2,200 |
| D | NYE NORTH | NV | 1,700 |
| D | PERSHING | NV | 1,300 |
| D | STOREY | NV | 600 |
| B | WASHOE | NV | 86,300 |

ADI TOTAL TVHH 158,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 86,300 | 54.6% |
| C | 1 | 14,200 | 9.0% |
| D | 15 | 57,700 | 36.5% |

## RICHMOND (CHARLOTTESVILLE)

ADI TVHH RANK 56 % OF US TVHH .52%

| | | | |
|---|---|---|---|
| C | ALBEMARLE | VA | 37,200 |
| D | AMELIA | VA | 2,700 |
| C | AUGUSTA | VA | 32,900 |
| D | BRUNSWICK | VA | 5,000 |
| D | BUCKINGHAM | VA | 4,000 |
| D | CAROLINE | VA | 6,200 |
| B | CHARLES CITY | VA | 2,100 |

## RICHMOND (CHARLOTTESVILLE) (Cont.)

| | | | |
|---|---|---|---|
| B | CHESTERFIELD | VA | 52,700 |
| D | CUMBERLAND | VA | 2,700 |
| B | DINWIDDIE | VA | 27,200 |
| D | ESSEX | VA | 3,000 |
| D | FLUVANNA | VA | 3,800 |
| B | GOOCHLAND | VA | 3,900 |
| D | GREENE | VA | 2,800 |
| D | GREENSVILLE | VA | 5,200 |
| B | HANOVER | VA | 17,700 |
| B | HENRICO | VA | 72,100 |
| D | KING AND QUEEN | VA | 2,000 |
| D | KING WILLIAM | VA | 3,400 |
| D | LANCASTER | VA | 4,100 |
| D | LOUISA | VA | 6,300 |
| D | LUNENBURG | VA | 4,200 |
| D | NEW KENT | VA | 3,400 |
| D | NORTHUMBERLAND | VA | 4,000 |
| D | NOTTOWAY | VA | 5,200 |
| D | ORANGE | VA | 6,600 |
| B | POWHATAN | VA | 4,000 |
| D | PRINCE EDWARD | VA | 5,000 |
| C | PRINCE GEORGE | VA | 15,500 |
| D | RICHMOND | VA | 2,600 |
| B | RICHMOND CITY | VA | 84,900 |
| D | SUSSEX | VA | 3,500 |

ADI TOTAL TVHH 435,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 8 | 264,600 | 60.7% |
| C | 3 | 85,600 | 19.6% |
| D | 21 | 85,700 | 19.7% |

## ROANOKE-LYNCHBURG

ADI TVHH RANK 66 % OF US TVHH .43%

| | | | |
|---|---|---|---|
| D | ALLEGHANY | VA | 10,200 |
| B | AMHERST | VA | 9,600 |
| B | APPOMATTOX | VA | 4,200 |
| D | BATH | VA | 2,200 |
| B | BEDFORD | VA | 14,500 |
| D | BLAND | VA | 2,100 |
| B | BOTETOURT | VA | 8,700 |
| B | CAMPBELL | VA | 40,900 |
| D | CARROLL | VA | 12,300 |
| D | CHARLOTTE | VA | 4,000 |
| B | CRAIG | VA | 1,500 |
| D | FLOYD | VA | 4,300 |
| C | FRANKLIN | VA | 12,800 |
| D | GILES | VA | 6,300 |
| C | HALIFAX | VA | 12,200 |
| C | HENRY | VA | 27,400 |
| D | HIGHLAND | VA | 1,100 |
| C | MONTGOMERY | VA | 26,500 |
| D | NELSON | VA | 4,300 |
| C | PITTSYLVANIA | VA | 41,100 |
| C | PULASKI | VA | 13,000 |
| B | ROANOKE | VA | 76,800 |
| D | ROCKBRIDGE | VA | 10,900 |
| D | WYTHE | VA | 9,400 |
| D | POCAHONTAS | WV | 3,400 |

ADI TOTAL TVHH 359,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 7 | 156,200 | 43.4% |
| C | 6 | 133,000 | 37.0% |
| D | 12 | 70,500 | 19.6% |

## ROCHESTER, NY

ADI TVHH RANK 71 % OF US TVHH .40%

| | | | |
|---|---|---|---|
| B | LIVINGSTON | NY | 18,800 |
| B | MONROE | NY | 257,300 |
| B | ONTARIO | NY | 31,500 |
| B | WAYNE | NY | 29,900 |

ADI TOTAL TVHH 337,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 337,500 | 100.0% |
| C | | | |
| D | | | |

## ROCHESTER-MASON CITY-AUSTIN

ADI TVHH RANK 141 % OF US TVHH .17%

| | | | |
|---|---|---|---|
| C | CERRO GORDO | IA | 19,100 |
| D | FLOYD | IA | 7,000 |
| D | HANCOCK | IA | 5,200 |
| D | HOWARD | IA | 4,200 |
| D | KOSSUTH | IA | 8,000 |
| D | MITCHELL | IA | 4,400 |
| D | WINNEBAGO | IA | 5,000 |
| D | WORTH | IA | 3,500 |
| D | DODGE | MN | 5,200 |
| D | FARIBAULT | MN | 7,600 |
| D | FILLMORE | MN | 8,000 |
| D | FREEBORN | MN | 13,500 |
| C | MOWER | MN | 15,200 |
| C | OLMSTED | MN | 34,800 |

ADI TOTAL TVHH 140,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 69,100 | 49.1% |
| D | 11 | 71,600 | 50.9% |

## ROCKFORD

ADI TVHH RANK 109 % OF US TVHH .23%

| | | | |
|---|---|---|---|
| B | BOONE | IL | 10,100 |
| C | OGLE | IL | 16,900 |
| B | STEPHENSON | IL | 18,400 |
| B | WINNEBAGO | IL | 91,400 |
| C | ROCK | WI | 51,300 |

ADI TOTAL TVHH 188,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 119,900 | 63.7% |
| C | 2 | 68,200 | 36.3% |
| D | | | |

## ROSWELL

ADI TVHH RANK 184 % OF US TVHH .07%

| | | | |
|---|---|---|---|
| C | CHAVES | NM | 19,700 |
| C | EDDY | NM | 17,400 |
| C | LEA NORTH | NM | 17,600 |

ADI TOTAL TVHH 54,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 54,700 | 100.0% |
| D | | | |

## SACRAMENTO-STOCKTON (MODESTO)

ADI TVHH RANK 21 % OF US TVHH 1.02%

| | | | |
|---|---|---|---|
| D | AMADOR | CA | 8,400 |
| D | CALAVERAS | CA | 8,700 |
| D | COLUSA | CA | 4,600 |
| C | CONTRA COSTA EAST | CA | 26,000 |
| C | EL DORADO WEST | CA | 25,000 |
| C | NEVADA | CA | 21,900 |
| A | PLACER WEST | CA | 43,900 |
| D | PLUMAS | CA | 7,200 |
| A | SACRAMENTO | CA | 324,800 |
| A | SAN JOAQUIN | CA | 129,700 |
| D | SIERRA | CA | 1,400 |
| C | SOLANO EAST | CA | 52,700 |
| B | STANISLAUS | CA | 101,200 |
| C | SUTTER | CA | 19,900 |
| D | TUOLUMNE | CA | 13,700 |
| A | YOLO | CA | 43,800 |
| C | YUBA | CA | 18,300 |

ADI TOTAL TVHH 851,200

## SACRAMENTO-STOCKTON (MODESTO) (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 4 | 542,200 | 63.7% |
| B | 1 | 101,200 | 11.9% |
| C | 6 | 163,800 | 19.2% |
| D | 6 | 44,000 | 5.2% |

## ST. JOSEPH

ADI TVHH RANK 190 % OF US TVHH .06%

| | | | |
|---|---|---|---|
| C | BUCHANAN | MO | 33,300 |
| D | HARRISON | MO | 4,200 |
| D | HOLT | MO | 2,700 |
| D | NODAWAY | MO | 8,100 |
| D | WORTH | MO | 1,200 |

ADI TOTAL TVHH 49,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 33,300 | 67.3% |
| D | 4 | 16,200 | 32.7% |

## ST. LOUIS

ADI TVHH RANK 18 % OF US TVHH 1.25%

| | | | |
|---|---|---|---|
| D | BOND | IL | 5,900 |
| D | CALHOUN | IL | 2,000 |
| A | CLINTON | IL | 11,400 |
| D | FAYETTE | IL | 8,000 |
| D | GREENE | IL | 6,100 |
| B | JERSEY | IL | 6,900 |
| C | MACOUPIN | IL | 18,900 |
| A | MADISON | IL | 89,700 |
| C | MARION | IL | 16,900 |
| A | MONROE | IL | 7,100 |
| D | MONTGOMERY | IL | 12,000 |
| D | PERRY | IL | 8,200 |
| C | RANDOLPH | IL | 12,000 |
| A | ST CLAIR | IL | 89,700 |
| D | WASHINGTON | IL | 5,700 |
| D | CRAWFORD | MO | 6,800 |
| D | DENT | MO | 5,400 |
| A | FRANKLIN | MO | 25,900 |
| D | GASCONADE | MO | 5,200 |
| D | IRON | MO | 4,000 |
| A | JEFFERSON | MO | 52,400 |
| D | LINCOLN | MO | 8,100 |
| D | MONTGOMERY | MO | 4,200 |
| D | PERRY | MO | 6,000 |
| D | PIKE | MO | 6,300 |
| D | REYNOLDS | MO | 2,800 |
| A | ST CHARLES | MO | 53,300 |
| C | ST FRANCOIS | MO | 16,000 |
| A | ST LOUIS | MO | 357,800 |
| A | ST LOUIS CITY | MO | 168,400 |
| D | STE GENEVIEVE | MO | 5,400 |
| D | WARREN | MO | 5,700 |
| D | WASHINGTON | MO | 8,400 |

ADI TOTAL TVHH 1,040,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 9 | 855,700 | 82.2% |
| B | | | |
| C | 4 | 63,800 | 6.1% |
| D | 20 | 121,100 | 11.6% |

## SALINAS-MONTEREY

ADI TVHH RANK 110 % OF US TVHH .22%

| | | | |
|---|---|---|---|
| B | MONTEREY | CA | 99,400 |
| D | SAN BENITO | CA | 8,300 |
| B | SANTA CRUZ | CA | 77,100 |

ADI TOTAL TVHH 184,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 176,500 | 95.5% |
| C | | | |
| D | 1 | 8,300 | 4.5% |

## SALISBURY

ADI TVHH RANK 165 % OF US TVHH .10%

| | | | |
|---|---|---|---|
| C | SUSSEX | DE | 37,900 |
| D | SOMERSET | MD | 6,800 |
| C | WICOMICO | MD | 24,300 |
| D | WORCESTER | MD | 12,500 |

ADI TOTAL TVHH 81,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 62,200 | 76.3% |
| D | 2 | 19,300 | 23.7% |

## SALT LAKE CITY (MILES CITY & ROCK SPRINGS)

ADI TVHH RANK 42 % OF US TVHH .64%

| | | | |
|---|---|---|---|
| D | DOLORES | CO | 500 |
| D | BEAR LAKE | ID | 2,400 |
| D | CARIBOU | ID | 3,000 |
| D | FRANKLIN | ID | 2,700 |
| D | ONEIDA | ID | 1,100 |
| D | CUSTER | MT | 4,900 |
| D | ELKO | NV | 6,400 |
| D | EUREKA | NV | 400 |
| D | WHITE PINE | NV | 2,700 |
| D | BEAVER | UT | 1,400 |
| D | BOX ELDER | UT | 10,400 |
| C | CACHE | UT | 19,000 |
| D | CARBON | UT | 8,100 |
| D | DAGGETT | UT | 200 |
| B | DAVIS | UT | 44,700 |
| D | DUCHESNE | UT | 3,700 |
| D | EMERY | UT | 3,800 |
| D | GARFIELD | UT | 1,100 |
| D | GRAND | UT | 2,900 |
| D | IRON | UT | 5,400 |
| D | JUAB | UT | 1,700 |
| D | KANE | UT | 1,400 |
| D | MILLARD | UT | 2,900 |
| D | MORGAN | UT | 1,600 |
| D | PIUTE | UT | 400 |
| D | RICH | UT | 700 |
| B | SALT LAKE | UT | 219,700 |
| D | SAN JUAN | UT | 3,000 |
| D | SANPETE | UT | 4,600 |
| D | SEVIER | UT | 4,900 |
| D | SUMMIT | UT | 3,800 |
| B | TOOELE | UT | 8,400 |
| D | UINTAH | UT | 6,500 |
| B | UTAH | UT | 64,700 |
| D | WASATCH | UT | 2,800 |
| D | WASHINGTON | UT | 8,500 |
| D | WAYNE | UT | 600 |
| B | WEBER | UT | 50,300 |
| D | SUBLETTE | WY | 1,500 |
| C | SWEETWATER | WY | 16,100 |
| D | UINTA | WY | 4,500 |

ADI TOTAL TVHH 533,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 387,800 | 72.7% |
| C | 2 | 35,100 | 6.6% |
| D | 34 | 110,500 | 20.7% |

## SAN ANGELO

ADI TVHH RANK 196 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| D | IRION | TX | 500 |
| D | SCHLEICHER | TX | 1,000 |
| D | SUTTON | TX | 1,700 |
| C | TOM GREEN | TX | 32,700 |

ADI TOTAL TVHH 35,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 32,700 | 91.1% |
| D | 3 | 3,200 | 8.9% |

## SAN ANTONIO

ADI TVHH RANK 45 % OF US TVHH .60%

| | | | |
|---|---|---|---|
| D | ATASCOSA | TX | 8,700 |
| D | BANDERA | TX | 3,100 |
| D | BEE | TX | 8,300 |
| B | BEXAR | TX | 341,300 |
| D | BLANCO | TX | 2,100 |
| B | COMAL | TX | 14,400 |
| D | DE WITT | TX | 6,900 |
| D | DIMMIT | TX | 3,200 |
| D | EDWARDS | TX | 700 |
| D | FRIO | TX | 4,200 |
| D | GILLESPIE | TX | 5,400 |
| D | GOLIAD | TX | 1,700 |
| D | GONZALES | TX | 5,900 |
| B | GUADALUPE | TX | 17,100 |
| D | KARNES | TX | 4,700 |
| D | KENDALL | TX | 4,000 |
| D | KERR | TX | 12,000 |
| D | KIMBLE | TX | 1,500 |
| D | KINNEY | TX | 800 |
| D | LA SALLE | TX | 1,800 |
| D | LAVACA | TX | 7,100 |
| D | LIVE OAK | TX | 3,500 |
| D | MAVERICK | TX | 8,400 |
| D | MCMULLEN | TX | 300 |
| D | MEDINA | TX | 7,800 |
| D | REAL | TX | 900 |
| D | UVALDE | TX | 7,300 |
| C | VAL VERDE | TX | 10,800 |
| D | WILSON | TX | 5,800 |
| D | ZAVALA | TX | 3,000 |

ADI TOTAL TVHH 502,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 372,800 | 74.2% |
| C | 1 | 10,800 | 2.1% |
| D | 26 | 119,100 | 23.7% |

## SAN DIEGO

ADI TVHH RANK 26 % OF US TVHH .87%

| | | | |
|---|---|---|---|
| A | SAN DIEGO | CA | 723,400 |

ADI TOTAL TVHH 723,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 1 | 723,400 | 100.0% |
| B | | | |
| C | | | |
| D | | | |

## SAN FRANCISCO (SAN JOSE & SANTA ROSA)

ADI TVHH RANK 5 % OF US TVHH 2.39%

| | | | |
|---|---|---|---|
| A | ALAMEDA | CA | 429,200 |
| A | CONTRA COSTA WEST | CA | 232,200 |
| C | LAKE | CA | 16,400 |
| A | MARIN | CA | 91,800 |
| C | MENDOCINO | CA | 25,600 |
| C | NAPA | CA | 38,800 |
| A | SAN FRANCISCO | CA | 280,300 |
| A | SAN MATEO | CA | 233,100 |
| D | SANTA CLARA EAST | CA | 8,900 |
| B | SANTA CLARA WEST | CA | 481,400 |
| C | SOLANO WEST | CA | 36,000 |
| B | SONOMA | CA | 124,800 |

ADI TOTAL TVHH 1,998,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 5 | 1,266,600 | 63.4% |
| B | 2 | 606,200 | 30.3% |
| C | 4 | 116,800 | 5.8% |
| D | 1 | 8,900 | .4% |

## SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO

ADI TVHH RANK 116 % OF US TVHH .21%

| | | | |
|---|---|---|---|
| B | SAN LUIS OBISPO | CA | 63,400 |
| C | SANTA BARBARA NORTH | CA | 47,100 |
| B | SANTA BARBARA SOUTH | CA | 65,500 |

ADI TOTAL TVHH 176,000

## SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 128,900 | 73.2% |
| C | 1 | 47,100 | 26.8% |
| D | | | |

## SAVANNAH

ADI TVHH RANK 107 % OF US TVHH .23%

| | | | |
|---|---|---|---|
| D | APPLING | GA | 5,200 |
| D | BACON | GA | 3,300 |
| B | BRYAN | GA | 3,500 |
| C | BULLOCH | GA | 11,700 |
| D | CANDLER | GA | 2,700 |
| B | CHATHAM | GA | 74,600 |
| B | EFFINGHAM | GA | 6,500 |
| D | EVANS | GA | 3,000 |
| D | JEFF DAVIS | GA | 4,100 |
| C | LIBERTY | GA | 11,000 |
| D | LONG | GA | 1,800 |
| D | MC INTOSH | GA | 2,800 |
| D | MONTGOMERY | GA | 2,200 |
| D | PIERCE | GA | 4,100 |
| D | TATTNALL | GA | 5,800 |
| D | TOOMBS | GA | 8,200 |
| D | WAYNE | GA | 7,200 |
| D | WHEELER | GA | 1,700 |
| C | BEAUFORT | SC | 22,100 |
| D | HAMPTON | SC | 6,300 |
| D | JASPER | SC | 4,900 |

ADI TOTAL TVHH 192,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 84,600 | 43.9% |
| C | 3 | 44,800 | 23.2% |
| D | 15 | 63,300 | 32.8% |

## SEATTLE-TACOMA (BELLINGHAM)

ADI TVHH RANK 16 % OF US TVHH 1.33%

| | | | |
|---|---|---|---|
| C | CLALLAM | WA | 21,700 |
| C | GRAYS HARBOR | WA | 25,100 |
| C | ISLAND | WA | 17,500 |
| D | JEFFERSON | WA | 6,900 |
| A | KING | WA | 505,900 |
| B | KITSAP | WA | 57,400 |
| D | KITTITAS WEST | WA | 2,400 |
| C | LEWIS | WA | 20,900 |
| D | MASON | WA | 13,600 |
| A | PIERCE | WA | 185,800 |
| D | SAN JUAN | WA | 3,600 |
| C | SKAGIT | WA | 25,300 |
| A | SNOHOMISH | WA | 130,400 |
| C | THURSTON | WA | 52,400 |
| C | WHATCOM | WA | 42,100 |

ADI TOTAL TVHH 1,110,400

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 3 | 822,100 | 74.0% |
| B | 1 | 57,400 | 5.2% |
| C | 7 | 205,000 | 18.5% |
| D | 4 | 25,900 | 2.3% |

## SELMA

ADI TVHH RANK 207 % OF US TVHH .02%

| | | | |
|---|---|---|---|
| C | DALLAS | AL | 17,600 |

ADI TOTAL TVHH 17,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 17,600 | 100.0% |
| D | | | |

## SHREVEPORT-TEXARKANA

ADI TVHH RANK 55 % OF US TVHH .53%

| | | | |
|---|---|---|---|
| D | COLUMBIA | AR | 9,600 |
| D | HEMPSTEAD | AR | 8,800 |
| D | HOWARD | AR | 5,000 |
| D | LAFAYETTE | AR | 3,500 |
| B | LITTLE RIVER | AR | 4,900 |
| B | MILLER | AR | 13,900 |
| D | SEVIER | AR | 5,500 |
| D | BIENVILLE | LA | 5,900 |
| B | BOSSIER | LA | 28,700 |
| B | CADDO | LA | 95,100 |
| D | CLAIBORNE | LA | 6,200 |
| D | DE SOTO | LA | 9,200 |
| C | NATCHITOCHES | LA | 13,900 |
| D | RED RIVER | LA | 3,700 |
| D | SABINE | LA | 9,600 |
| B | WEBSTER | LA | 16,000 |
| C | MC CURTAIN | OK | 12,800 |
| B | BOWIE | TX | 28,500 |
| D | CAMP | TX | 3,600 |
| D | CASS | TX | 10,900 |
| D | FRANKLIN | TX | 2,800 |
| C | GREGG | TX | 38,800 |
| C | HARRISON | TX | 18,800 |
| D | MARION | TX | 4,100 |
| D | MORRIS | TX | 5,400 |
| C | NACOGDOCHES | TX | 17,600 |
| D | PANOLA | TX | 7,800 |
| D | RED RIVER | TX | 6,100 |
| C | RUSK | TX | 15,800 |
| D | SHELBY | TX | 8,900 |
| D | TITUS | TX | 8,100 |
| D | UPSHUR | TX | 11,000 |

ADI TOTAL TVHH 440,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 187,100 | 42.5% |
| C | 6 | 117,700 | 26.7% |
| D | 20 | 135,700 | 30.8% |

## SIOUX CITY

ADI TVHH RANK 137 % OF US TVHH .18%

| | | | |
|---|---|---|---|
| D | BUENA VISTA | IA | 7,900 |
| D | CHEROKEE | IA | 6,200 |
| D | CLAY | IA | 7,800 |
| D | DICKINSON | IA | 6,500 |
| D | IDA | IA | 3,400 |
| D | MONONA | IA | 4,400 |
| D | O BRIEN | IA | 6,200 |
| D | PALO ALTO | IA | 4,800 |
| D | PLYMOUTH | IA | 8,900 |
| D | SAC | IA | 5,400 |
| D | SIOUX | IA | 10,300 |
| C | WOODBURY | IA | 37,300 |
| D | CEDAR | NE | 3,800 |
| C | DAKOTA | NE | 6,300 |
| D | DIXON | NE | 2,600 |
| D | MADISON | NE | 12,100 |
| D | PIERCE | NE | 3,100 |
| D | STANTON | NE | 2,300 |
| D | THURSTON | NE | 2,400 |
| D | WAYNE | NE | 3,400 |
| D | UNION | SD | 4,200 |

ADI TOTAL TVHH 149,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 43,600 | 29.2% |
| D | 19 | 105,700 | 70.8% |

## SIOUX FALLS-MITCHELL

ADI TVHH RANK 95 % OF US TVHH .28%

| | | | |
|---|---|---|---|
| D | LYON | IA | 4,400 |
| D | OSCEOLA | IA | 3,100 |
| D | BIG STONE | MN | 2,900 |
| D | JACKSON | MN | 4,900 |
| D | LINCOLN | MN | 2,900 |
| D | MURRAY | MN | 4,000 |
| D | NOBLES | MN | 8,000 |
| D | PIPESTONE | MN | 4,300 |
| D | ROCK | MN | 3,900 |

## SIOUX FALLS-MITCHELL (Cont.)

| | | | |
|---|---|---|---|
| D | DICKEY | ND | 2,400 |
| D | BOYD | NE | 1,300 |
| D | CHERRY | NE | 2,400 |
| D | KNOX | NE | 4,100 |
| B | AURORA | SD | 1,100 |
| B | BEADLE | SD | 7,500 |
| D | BON HOMME | SD | 2,900 |
| D | BROOKINGS | SD | 8,500 |
| C | BROWN | SD | 13,600 |
| D | BRULE | SD | 1,900 |
| D | BUFFALO | SD | 400 |
| B | CHARLES MIX | SD | 3,200 |
| B | CLARK | SD | 1,900 |
| D | CLAY | SD | 4,400 |
| D | CODINGTON | SD | 7,900 |
| C | DAVISON | SD | 6,900 |
| D | DAY | SD | 3,000 |
| D | DEUEL | SD | 1,900 |
| D | DOUGLAS | SD | 1,400 |
| D | EDMUNDS | SD | 1,800 |
| D | FAULK | SD | 1,200 |
| B | GRANT | SD | 3,100 |
| D | GREGORY | SD | 2,100 |
| D | HAMLIN | SD | 1,900 |
| D | HAND | SD | 1,800 |
| C | HANSON | SD | 1,100 |
| D | HUGHES | SD | 5,600 |
| D | HUTCHINSON | SD | 3,300 |
| D | HYDE | SD | 800 |
| D | JERAULD | SD | 1,100 |
| D | JONES | SD | 600 |
| D | KINGSBURY | SD | 2,600 |
| B | LAKE | SD | 4,000 |
| B | LINCOLN | SD | 5,000 |
| D | LYMAN | SD | 1,300 |
| D | MARSHALL | SD | 1,900 |
| C | MC COOK | SD | 2,300 |
| D | MC PHERSON | SD | 1,500 |
| D | MELLETTE | SD | 700 |
| D | MINER | SD | 1,400 |
| C | MINNEHAHA | SD | 43,400 |
| B | MOODY | SD | 2,400 |
| D | POTTER | SD | 1,300 |
| D | ROBERTS | SD | 3,700 |
| D | SANBORN | SD | 1,200 |
| B | SPINK | SD | 3,300 |
| D | STANLEY | SD | 900 |
| B | SULLY | SD | 700 |
| B | TODD | SD | 1,800 |
| D | TRIPP | SD | 2,600 |
| D | TURNER | SD | 3,500 |
| D | YANKTON | SD | 6,800 |

ADI TOTAL TVHH 231,800

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 5 | 67,300 | 29.0% |
| D | 56 | 164,500 | 71.0% |

## SOUTH BEND-ELKHART

ADI TVHH RANK 80 % OF US TVHH .34%

| | | | |
|---|---|---|---|
| B | ELKHART | IN | 49,300 |
| D | FULTON | IN | 7,400 |
| C | KOSCIUSKO | IN | 22,300 |
| D | LAGRANGE | IN | 7,900 |
| B | MARSHALL | IN | 14,200 |
| D | PULASKI | IN | 4,800 |
| B | ST JOSEPH | IN | 87,700 |
| D | STARKE | IN | 7,800 |
| B | BERRIEN | MI | 61,800 |
| C | CASS | MI | 18,100 |

ADI TOTAL TVHH 281,300

COUNTY SIZE SUPPARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 213,000 | 75.7% |
| C | 2 | 40,400 | 14.4% |
| D | 4 | 27,900 | 9.9% |

## SPOKANE

ADI TVHH RANK 75 % OF US TVHH .39%

| | | | |
|---|---|---|---|
| D | BENEWAH | ID | 3,100 |
| D | BONNER | ID | 9,600 |

## SPOKANE (Cont.)

| | | | |
|---|---|---|---|
| D | BOUNDARY | ID | 2,600 |
| D | CLEARWATER | ID | 3,600 |
| D | IDAHO | ID | 5,400 |
| C | KOOTENAI | ID | 24,300 |
| D | LATAH | ID | 10,700 |
| D | LEWIS | ID | 1,500 |
| D | NEZ PERCE | ID | 12,800 |
| D | SHOSHONE | ID | 6,700 |
| D | LINCOLN | MT | 5,800 |
| D | WALLOWA | OR | 2,900 |
| D | ADAMS | WA | 4,700 |
| D | ASOTIN | WA | 6,700 |
| C | CHELAN | WA | 18,100 |
| D | COLUMBIA | WA | 1,500 |
| D | DOUGLAS | WA | 8,800 |
| D | FERRY | WA | 2,100 |
| D | GARFIELD | WA | 900 |
| C | GRANT | WA | 17,900 |
| D | LINCOLN | WA | 3,600 |
| D | OKANOGAN | WA | 11,500 |
| D | PEND OREILLE | WA | 3,200 |
| B | SPOKANE | WA | 135,000 |
| D | STEVENS | WA | 10,600 |
| C | WHITMAN | WA | 13,300 |

ADI TOTAL TVHH 326,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 135,000 | 41.3% |
| C | 4 | 73,600 | 22.5% |
| D | 21 | 118,300 | 36.2% |

## SPRINGFIELD, MA

ADI TVHH RANK 96 % OF US TVHH .28%

| | | | |
|---|---|---|---|
| C | FRANKLIN | MA | 24,900 |
| B | HAMPDEN | MA | 159,500 |
| B | HAMPSHIRE | MA | 46,300 |

ADI TOTAL TVHH 230,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 205,800 | 89.2% |
| C | 1 | 24,900 | 10.8% |
| D | | | |

## SPRINGFIELD, MO

ADI TVHH RANK 82 % OF US TVHH .33%

| | | | |
|---|---|---|---|
| D | BAXTER | AR | 12,300 |
| D | BOONE | AR | 10,600 |
| D | CARROLL | AR | 6,800 |
| D | FULTON | AR | 4,100 |
| D | MARION | AR | 4,700 |
| D | NEWTON | AR | 2,900 |
| D | BARRY | MO | 9,700 |
| D | BENTON | MO | 4,900 |
| D | CAMDEN | MO | 8,600 |
| D | CEDAR | MO | 5,000 |
| B | CHRISTIAN | MO | 8,600 |
| D | DADE | MO | 3,100 |
| D | DALLAS | MO | 4,500 |
| D | DOUGLAS | MO | 4,600 |
| B | GREENE | MO | 73,700 |
| D | HICKORY | MO | 2,800 |
| D | HOWELL | MO | 11,100 |
| D | LACLEDE | MO | 9,400 |
| D | LAWRENCE | MO | 11,100 |
| D | OREGON | MO | 3,700 |
| D | OZARK | MO | 3,200 |
| D | PHELPS | MO | 11,700 |
| D | POLK | MO | 6,900 |
| C | PULASKI | MO | 10,600 |
| D | SHANNON | MO | 2,900 |
| D | STONE | MO | 6,700 |
| D | TANEY | MO | 8,700 |
| D | TEXAS | MO | 8,100 |
| D | WEBSTER | MO | 7,300 |
| D | WRIGHT | MO | 6,100 |

ADI TOTAL TVHH 274,400

## SPRINGFIELD, MO (Cont.)

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 82,300 | 30.0% |
| C | 1 | 10,600 | 3.9% |
| D | 27 | 181,500 | 66.1% |

## SPRINGFIELD-DECATUR-CHAMPAIGN

ADI TVHH RANK 74 % OF US TVHH .39%

| | | | |
|---|---|---|---|
| B | CHAMPAIGN | IL | 59,900 |
| C | CHRISTIAN | IL | 13,700 |
| C | COLES | IL | 19,400 |
| D | DE WITT | IL | 7,000 |
| D | DOUGLAS | IL | 7,400 |
| D | EFFINGHAM | IL | 11,200 |
| D | FORD | IL | 5,700 |
| D | LOGAN | IL | 11,300 |
| B | MACON | IL | 49,200 |
| B | MENARD | IL | 4,400 |
| C | MORGAN | IL | 13,800 |
| D | MOULTRIE | IL | 5,200 |
| D | PIATT | IL | 6,100 |
| B | SANGAMON | IL | 70,700 |
| D | SHELBY | IL | 8,700 |
| B | VERMILION | IL | 35,600 |

ADI TOTAL TVHH 329,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 5 | 219,800 | 66.7% |
| C | 3 | 46,900 | 14.2% |
| D | 8 | 62,600 | 19.0% |

## SYRACUSE

ADI TVHH RANK 67 % OF US TVHH .43%

| | | | |
|---|---|---|---|
| C | CAYUGA | NY | 27,200 |
| C | CORTLAND | NY | 16,600 |
| B | MADISON | NY | 21,500 |
| C | ONEIDA WEST | NY | 30,300 |
| B | ONONDAGA | NY | 168,200 |
| B | OSWEGO | NY | 38,900 |
| D | SCHUYLER | NY | 6,100 |
| D | SENECA | NY | 11,600 |
| C | TOMPKINS | NY | 30,300 |
| D | YATES | NY | 8,100 |

ADI TOTAL TVHH 358,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 228,600 | 63.7% |
| C | 4 | 104,400 | 29.1% |
| D | 3 | 25,800 | 7.2% |

## TALLAHASSEE (VALDOSTA)

ADI TVHH RANK 127 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| C | GADSDEN | FL | 12,800 |
| D | JEFFERSON | FL | 3,700 |
| D | LAFAYETTE | FL | 1,400 |
| B | LEON | FL | 60,500 |
| D | MADISON | FL | 4,900 |
| D | TAYLOR | FL | 6,200 |
| B | WAKULLA | FL | 4,200 |
| D | BROOKS | GA | 5,200 |
| D | DECATUR | GA | 8,700 |
| D | ECHOLS | GA | 800 |
| D | GRADY | GA | 6,800 |
| C | LOWNDES | GA | 24,100 |
| D | SEMINOLE | GA | 3,200 |
| B | THOMAS | GA | 13,200 |

ADI TOTAL TVHH 155,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 77,900 | 50.0% |
| C | 2 | 36,900 | 23.7% |
| D | 9 | 40,900 | 26.3% |

# COUNTIES IN ADI MARKETS

## TAMPA-ST. PETERSBURG (SARASOTA)

ADI TVHH RANK 17 — % OF US TVHH 1.29%

| | | | |
|---|---|---|---|
| C | CITRUS | FL | 27,200 |
| D | DE SOTO | FL | 7,000 |
| D | HARDEE | FL | 6,700 |
| C | HERNANDO | FL | 21,100 |
| C | HIGHLANDS | FL | 21,100 |
| A | HILLSBOROUGH | FL | 299,000 |
| B | MANATEE | FL | 68,200 |
| A | PASCO | FL | 95,100 |
| A | PINELLAS | FL | 346,600 |
| B | POLK | FL | 126,200 |
| B | SARASOTA | FL | 99,400 |

ADI TOTAL TVHH 1,077,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 3 | 700,700 | 65.0% |
| B | 3 | 293,800 | 27.3% |
| C | 3 | 69,400 | 6.4% |
| D | 2 | 13,700 | 1.3% |

## TERRE HAUTE

ADI TVHH RANK 123 — % OF US TVHH .20%

| | | | |
|---|---|---|---|
| D | CLARK | IL | 6,600 |
| D | CLAY | IL | 5,800 |
| D | CRAWFORD | IL | 8,100 |
| D | CUMBERLAND | IL | 4,200 |
| D | EDGAR | IL | 8,400 |
| D | JASPER | IL | 4,200 |
| D | LAWRENCE | IL | 6,600 |
| D | RICHLAND | IL | 6,800 |
| B | CLAY | IN | 9,300 |
| D | DAVIESS | IN | 9,900 |
| D | GREENE | IN | 11,800 |
| C | KNOX | IN | 15,800 |
| D | MARTIN | IN | 3,700 |
| D | PARKE | IN | 6,100 |
| B | SULLIVAN | IN | 8,000 |
| B | VERMILLION | IN | 7,100 |
| B | VIGO | IN | 40,500 |

ADI TOTAL TVHH 162,900

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 64,900 | 39.8% |
| C | 1 | 15,800 | 9.7% |
| D | 12 | 82,200 | 50.5% |

## TOLEDO

ADI TVHH RANK 60 — % OF US TVHH .49%

| | | | |
|---|---|---|---|
| C | LENAWEE | MI | 31,000 |
| C | DEFIANCE | OH | 13,700 |
| B | FULTON | OH | 13,100 |
| C | HANCOCK | OH | 23,900 |
| D | HARDIN | OH | 11,500 |
| D | HENRY | OH | 10,200 |
| B | LUCAS | OH | 174,900 |
| B | OTTAWA | OH | 14,600 |
| D | PUTNAM | OH | 10,500 |
| C | SANDUSKY | OH | 22,500 |
| C | SENECA | OH | 21,400 |
| C | WILLIAMS | OH | 13,200 |
| B | WOOD | OH | 37,600 |
| D | WYANDOT | OH | 7,700 |

ADI TOTAL TVHH 405,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 240,200 | 59.2% |
| C | 6 | 125,700 | 31.0% |
| D | 4 | 39,900 | 9.8% |

## TOPEKA

ADI TVHH RANK 145 — % OF US TVHH .16%

| | | | |
|---|---|---|---|
| D | CLAY | KS | 4,000 |
| D | COFFEY | KS | 3,700 |
| D | JACKSON | KS | 4,300 |
| D | LYON | KS | 13,600 |
| D | MARSHALL | KS | 5,100 |

## TOPEKA (Cont.)

| | | | |
|---|---|---|---|
| D | MORRIS | KS | 2,500 |
| D | NEMAHA | KS | 4,000 |
| B | OSAGE | KS | 5,800 |
| D | POTTAWATOMIE | KS | 5,800 |
| C | RILEY | KS | 20,300 |
| B | SHAWNEE | KS | 60,500 |
| D | WABAUNSEE | KS | 2,500 |

ADI TOTAL TVHH 132,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 66,300 | 50.2% |
| C | 1 | 20,300 | 15.4% |
| D | 9 | 45,500 | 34.4% |

## TRAVERSE CITY-CADILLAC

ADI TVHH RANK 132 — % OF US TVHH .18%

| | | | |
|---|---|---|---|
| D | ANTRIM | MI | 6,200 |
| D | BENZIE | MI | 4,300 |
| D | CHARLEVOIX | MI | 7,700 |
| D | CHEBOYGAN | MI | 7,800 |
| D | CHIPPEWA | MI | 9,500 |
| D | CRAWFORD | MI | 3,600 |
| D | EMMET | MI | 8,700 |
| C | GRAND TRAVERSE | MI | 21,200 |
| D | KALKASKA | MI | 4,500 |
| D | LAKE | MI | 3,200 |
| D | LEELANAU | MI | 5,500 |
| D | LUCE | MI | 2,100 |
| D | MACKINAC | MI | 3,600 |
| D | MANISTEE | MI | 9,100 |
| D | MASON | MI | 9,900 |
| D | MISSAUKEE | MI | 3,700 |
| D | MONTMORENCY | MI | 3,000 |
| D | OSCEOLA | MI | 6,900 |
| D | OSCODA | MI | 2,700 |
| D | OTSEGO | MI | 5,600 |
| D | PRESQUE ISLE | MI | 5,100 |
| D | ROSCOMMON | MI | 7,500 |
| C | WEXFORD | MI | 9,600 |

ADI TOTAL TVHH 151,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 30,800 | 20.4% |
| D | 21 | 120,200 | 79.6% |

## TUCSON

ADI TVHH RANK 87 — % OF US TVHH .31%

| | | | |
|---|---|---|---|
| C | COCHISE | AZ | 31,100 |
| B | PIMA | AZ | 219,300 |
| B | SANTA CRUZ | AZ | 6,600 |
| D | CATRON | NM | 900 |
| D | HIDALGO | NM | 1,900 |

ADI TOTAL TVHH 259,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 225,900 | 87.0% |
| C | 1 | 31,100 | 12.0% |
| D | 2 | 2,800 | 1.1% |

## TULSA

ADI TVHH RANK 57 — % OF US TVHH .52%

| | | | |
|---|---|---|---|
| D | CHAUTAUQUA | KS | 2,300 |
| C | MONTGOMERY | KS | 16,700 |
| D | ADAIR | OK | 6,200 |
| D | CHEROKEE | OK | 11,500 |
| D | CRAIG | OK | 5,400 |
| B | CREEK | OK | 22,400 |
| D | DELAWARE | OK | 9,300 |
| D | HASKELL | OK | 4,400 |
| D | LATIMER | OK | 3,600 |
| B | MAYES | OK | 12,500 |
| D | MC INTOSH | OK | 6,400 |
| C | MUSKOGEE | OK | 25,700 |
| D | NOWATA | OK | 4,500 |
| C | OKMULGEE | OK | 14,900 |

## TULSA (Cont.)

| | | | |
|---|---|---|---|
| B | OSAGE | OK | 15,600 |
| D | PAWNEE | OK | 6,200 |
| C | PITTSBURG | OK | 15,500 |
| B | ROGERS | OK | 17,500 |
| B | TULSA | OK | 194,400 |
| B | WAGONER | OK | 15,800 |
| C | WASHINGTON | OK | 20,000 |

ADI TOTAL TVHH 430,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 6 | 278,200 | 64.6% |
| C | 5 | 92,800 | 21.5% |
| D | 10 | 59,800 | 13.9% |

## TUSCALOOSA

ADI TVHH RANK 187 — % OF US TVHH .06%

| | | | |
|---|---|---|---|
| C | TUSCALOOSA | AL | 50,200 |

ADI TOTAL TVHH 50,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 50,200 | 100.0% |
| D | | | |

## TWIN FALLS

ADI TVHH RANK 203 — % OF US TVHH .03%

| | | | |
|---|---|---|---|
| D | JEROME | ID | 5,500 |
| D | LINCOLN | ID | 1,200 |
| C | TWIN FALLS | ID | 20,000 |

ADI TOTAL TVHH 26,700

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 20,000 | 74.9% |
| D | 2 | 6,700 | 25.1% |

## TYLER

ADI TVHH RANK 160 — % OF US TVHH .11%

| | | | |
|---|---|---|---|
| C | ANGELINA | TX | 23,400 |
| C | CHEROKEE | TX | 14,100 |
| D | HOUSTON | TX | 7,700 |
| C | SMITH | TX | 50,000 |

ADI TOTAL TVHH 95,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 3 | 87,500 | 91.9% |
| D | 1 | 7,700 | 8.1% |

## UTICA

ADI TVHH RANK 158 — % OF US TVHH .12%

| | | | |
|---|---|---|---|
| C | HERKIMER | NY | 23,600 |
| B | ONEIDA EAST | NY | 57,100 |
| C | OTSEGO | NY | 20,500 |

ADI TOTAL TVHH 101,200

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 57,100 | 56.4% |
| C | 2 | 44,100 | 43.6% |
| D | | | |

## VICTORIA

ADI TVHH RANK 205 % OF US TVHH .03%

| | | | |
|---|---|---|---|
| C | VICTORIA | TX | 25,000 |

ADI TOTAL TVHH 25,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 25,000 | 100.0% |
| D | | | |

## WACO-TEMPLE

ADI TVHH RANK 97 % OF US TVHH .26%

| | | | |
|---|---|---|---|
| B | BELL | TX | 57,000 |
| C | BRAZOS | TX | 37,500 |
| D | BURLESON | TX | 4,400 |
| B | CORYELL | TX | 15,700 |
| D | FALLS | TX | 7,000 |
| D | LAMPASAS | TX | 4,600 |
| D | LEON | TX | 3,900 |
| D | MADISON | TX | 3,300 |
| B | MC LENNAN | TX | 65,200 |
| D | MILAM | TX | 8,400 |
| D | MILLS | TX | 1,800 |
| D | ROBERTSON | TX | 5,700 |
| D | SAN SABA | TX | 2,300 |

ADI TOTAL TVHH 216,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 137,900 | 63.6% |
| C | 1 | 37,500 | 17.3% |
| D | 9 | 41,400 | 19.1% |

## WASHINGTON, DC (HAGERSTOWN)

ADI TVHH RANK 8 % OF US TVHH 1.81%

| | | | |
|---|---|---|---|
| A | DIST OF COLUMBIA | DC | 243,200 |
| C | ALLEGANY | MD | 29,400 |
| C | CALVERT | MD | 11,900 |
| A | CHARLES | MD | 24,100 |
| C | FREDERICK | MD | 40,700 |
| A | MONTGOMERY | MD | 220,900 |
| A | PRINCE GEORGES | MD | 231,800 |
| C | ST MARYS | MD | 20,600 |
| C | WASHINGTON | MD | 41,600 |
| C | FRANKLIN | PA | 40,900 |
| A | ARLINGTON | VA | 120,100 |
| D | CLARKE | VA | 3,800 |
| D | CULPEPER | VA | 8,100 |
| A | FAIRFAX | VA | 240,400 |
| C | FAUQUIER | VA | 12,800 |
| C | FREDERICK | VA | 20,400 |
| D | KING GEORGE | VA | 3,700 |
| A | LOUDOUN | VA | 20,900 |
| D | MADISON | VA | 3,600 |
| D | PAGE | VA | 7,400 |
| A | PRINCE WILLIAM | VA | 55,800 |
| D | RAPPAHANNOCK | VA | 2,400 |
| D | SHENANDOAH | VA | 10,800 |
| C | SPOTSYLVANIA | VA | 18,900 |
| C | STAFFORD | VA | 13,600 |
| D | WARREN | VA | 8,400 |
| D | WESTMORELAND | VA | 5,500 |
| C | BERKELEY | WV | 17,900 |
| D | HAMPSHIRE | WV | 5,600 |
| B | JEFFERSON | WV | 11,100 |
| D | MINERAL | WV | 9,800 |
| D | MORGAN | WV | 4,000 |

ADI TOTAL TVHH 1,910,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | 8 | 1,157,200 | 76.6% |
| B | | | |
| C | 11 | 268,700 | 17.8% |
| D | 13 | 84,200 | 5.6% |

## WATERTOWN-CARTHAGE

ADI TVHH RANK 169 % OF US TVHH .09%

| | | | |
|---|---|---|---|
| C | JEFFERSON | NY | 31,200 |
| D | LEWIS | NY | 8,400 |
| C | ST LAWRENCE | NY | 36,500 |

ADI TOTAL TVHH 76,100

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 2 | 67,700 | 89.0% |
| D | 1 | 8,400 | 11.0% |

## WAUSAU-RHINELANDER

ADI TVHH RANK 130 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| D | ADAMS | WI | 5,200 |
| D | CLARK | WI | 11,200 |
| D | FOREST | WI | 3,200 |
| D | LANGLADE | WI | 7,200 |
| B | LINCOLN | WI | 9,900 |
| B | MARATHON | WI | 40,300 |
| B | ONEIDA | WI | 12,500 |
| C | PORTAGE | WI | 19,600 |
| D | PRICE | WI | 5,800 |
| D | TAYLOR | WI | 6,300 |
| D | VILAS | WI | 6,900 |
| C | WOOD | WI | 26,700 |

ADI TOTAL TVHH 154,800

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 62,700 | 40.5% |
| C | 2 | 46,300 | 29.9% |
| D | 7 | 45,800 | 29.6% |

## WEST PALM BEACH (FT. PIERCE-VERO BEACH)

ADI TVHH RANK 64 % OF US TVHH .44%

| | | | |
|---|---|---|---|
| C | INDIAN RIVER | FL | 26,200 |
| C | MARTIN | FL | 30,400 |
| D | OKEECHOBEE | FL | 8,000 |
| B | PALM BEACH | FL | 266,200 |
| C | ST LUCIE | FL | 37,700 |

ADI TOTAL TVHH 368,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 266,200 | 72.2% |
| C | 3 | 94,300 | 25.6% |
| D | 1 | 8,000 | 2.2% |

## WHEELING-STEUBENVILLE

ADI TVHH RANK 129 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| B | BELMONT | OH | 30,900 |
| D | CARROLL | OH | 9,000 |
| C | GUERNSEY | OH | 15,500 |
| D | HARRISON | OH | 6,500 |
| B | JEFFERSON | OH | 32,700 |
| D | MONROE | OH | 6,300 |
| D | NOBLE | OH | 4,000 |
| B | MARSHALL | WV | 15,100 |
| B | OHIO | WV | 23,100 |
| D | TYLER | WV | 4,100 |
| D | WETZEL | WV | 7,800 |

ADI TOTAL TVHH 155,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 101,800 | 65.7% |
| C | 1 | 15,500 | 10.0% |
| D | 6 | 37,700 | 24.3% |

## WICHITA-HUTCHINSON

ADI TVHH RANK 59 % OF US TVHH .49%

| | | | |
|---|---|---|---|
| D | BARBER | KS | 2,500 |
| D | BARTON | KS | 12,300 |
| B | BUTLER | KS | 17,000 |
| D | CHASE | KS | 1,300 |
| D | CHEYENNE | KS | 1,500 |
| D | CLARK | KS | 1,000 |
| D | COMANCHE | KS | 1,000 |
| C | COWLEY | KS | 14,500 |
| D | DECATUR | KS | 1,800 |
| D | DICKINSON | KS | 7,900 |
| D | EDWARDS | KS | 1,700 |
| D | ELK | KS | 1,700 |
| D | ELLIS | KS | 9,700 |
| D | ELLSWORTH | KS | 2,800 |
| D | FINNEY | KS | 8,900 |
| D | FORD | KS | 9,200 |
| D | GOVE | KS | 1,400 |
| D | GRAHAM | KS | 1,500 |
| D | GRANT | KS | 2,600 |
| D | GRAY | KS | 1,800 |
| D | GREELEY | KS | 700 |
| D | GREENWOOD | KS | 3,700 |
| D | HAMILTON | KS | 1,000 |
| D | HARPER | KS | 3,200 |
| D | HARVEY | KS | 11,300 |
| D | HASKELL | KS | 1,300 |
| D | HODGEMAN | KS | 900 |
| D | KEARNY | KS | 1,200 |
| D | KINGMAN | KS | 3,400 |
| D | KIOWA | KS | 1,500 |
| D | LANE | KS | 1,000 |
| D | LINCOLN | KS | 1,700 |
| D | LOGAN | KS | 1,400 |
| D | MARION | KS | 5,100 |
| D | MC PHERSON | KS | 10,100 |
| D | MEADE | KS | 1,800 |
| D | MITCHELL | KS | 3,300 |
| D | NESS | KS | 1,800 |
| D | NORTON | KS | 2,500 |
| D | OSBORNE | KS | 2,300 |
| D | OTTAWA | KS | 2,200 |
| D | PAWNEE | KS | 3,100 |
| D | PRATT | KS | 4,100 |
| D | RAWLINS | KS | 1,600 |
| B | RENO | KS | 25,500 |
| D | RICE | KS | 4,700 |
| D | ROOKS | KS | 2,700 |
| D | RUSH | KS | 1,700 |
| D | RUSSELL | KS | 3,500 |
| C | SALINE | KS | 19,200 |
| D | SCOTT | KS | 2,100 |
| B | SEDGWICK | KS | 144,400 |
| D | SEWARD | KS | 5,300 |
| D | SHERIDAN | KS | 1,300 |
| D | SHERMAN | KS | 2,900 |
| D | STAFFORD | KS | 2,400 |
| D | STANTON | KS | 800 |
| D | STEVENS | KS | 1,600 |
| D | SUMNER | KS | 9,600 |
| D | THOMAS | KS | 3,100 |
| D | TREGO | KS | 1,600 |
| D | WALLACE | KS | 700 |
| D | WICHITA | KS | 1,100 |
| D | DUNDY | NE | 1,200 |
| D | HITCHCOCK | NE | 1,500 |
| D | BEAVER | OK | 2,800 |

ADI TOTAL TVHH 613,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 186,900 | 45.3% |
| C | 2 | 33,700 | 8.2% |
| D | 61 | 192,400 | 46.6% |

## WICHITA FALLS-LAWTON

ADI TVHH RANK 128 % OF US TVHH .19%

| | | | |
|---|---|---|---|
| B | COMANCHE | OK | 36,200 |
| D | COTTON | OK | 3,100 |
| D | JACKSON | OK | 10,500 |
| D | JEFFERSON | OK | 3,300 |
| C | STEPHENS | OK | 17,600 |
| D | TILLMAN | OK | 4,600 |
| B | ARCHER | TX | 2,800 |
| D | BAYLOR | TX | 2,000 |
| B | CLAY | TX | 3,900 |
| D | FOARD | TX | 900 |
| D | HARDEMAN | TX | 2,400 |

## WICHITA FALLS-LAWTON (Cont.)

| | | | |
|---|---|---|---|
| D | KNOX | TX | 1,900 |
| D | MONTAGUE | TX | 7,000 |
| D | THROCKMORTON | TX | 900 |
| B | WICHITA | TX | 44,200 |
| D | WILBARGER | TX | 6,000 |
| D | YOUNG | TX | 8,000 |

ADI TOTAL TVHH 155,300

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 4 | 87,100 | 56.1% |
| C | 1 | 17,600 | 11.3% |
| D | 12 | 50,600 | 32.6% |

## WILKES BARRE-SCRANTON

ADI TVHH RANK 50 % OF US TVHH .57%

| | | | |
|---|---|---|---|
| C | CARBON | PA | 20,100 |
| C | CLINTON | PA | 13,800 |
| C | COLUMBIA | PA | 22,300 |
| B | LACKAWANNA | PA | 82,700 |
| B | LUZERNE | PA | 127,200 |
| C | LYCOMING | PA | 42,700 |
| D | MONTOUR | PA | 5,600 |
| C | NORTHUMBERLAND | PA | 37,900 |
| B | SCHUYLKILL | PA | 60,300 |
| D | SNYDER | PA | 11,000 |
| D | SULLIVAN | PA | 2,100 |
| C | SUSQUEHANNA | PA | 13,300 |
| D | UNION | PA | 10,100 |
| C | WAYNE | PA | 13,000 |
| D | WYOMING | PA | 9,500 |

ADI TOTAL TVHH 471,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 3 | 270,200 | 57.3% |
| C | 7 | 163,100 | 34.6% |
| D | 5 | 38,300 | 8.1% |

## WILMINGTON

ADI TVHH RANK 151 % OF US TVHH .15%

| | | | |
|---|---|---|---|
| D | BLADEN | NC | 10,600 |
| C | BRUNSWICK | NC | 13,800 |
| C | COLUMBUS | NC | 18,000 |
| C | NEW HANOVER | NC | 40,300 |
| D | PENDER | NC | 7,900 |
| C | ROBESON | NC | 33,000 |

ADI TOTAL TVHH 123,600

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 4 | 105,100 | 85.0% |
| D | 2 | 18,500 | 15.0% |

## YAKIMA

ADI TVHH RANK 120 % OF US TVHH .20%

| | | | |
|---|---|---|---|
| D | MORROW | OR | 2,700 |
| C | UMATILLA | OR | 21,600 |
| C | BENTON | WA | 44,000 |
| C | FRANKLIN | WA | 13,000 |
| D | KITTITAS EAST | WA | 6,800 |
| C | WALLA WALLA | WA | 17,000 |
| B | YAKIMA | WA | 63,400 |

ADI TOTAL TVHH 168,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 1 | 63,400 | 37.6% |
| C | 4 | 95,600 | 56.7% |
| D | 2 | 9,500 | 5.6% |

## YOUNGSTOWN

ADI TVHH RANK 81 % OF US TVHH .33%

| | | | |
|---|---|---|---|
| C | COLUMBIANA | OH | 40,800 |
| B | MAHONING | OH | 103,400 |
| B | TRUMBULL | OH | 87,200 |
| C | MERCER | PA | 45,600 |

ADI TOTAL TVHH 277,000

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | 2 | 190,600 | 68.8% |
| C | 2 | 86,400 | 31.2% |
| D | | | |

## ZANESVILLE

ADI TVHH RANK 198 % OF US TVHH .04%

| | | | |
|---|---|---|---|
| C | MUSKINGUM | OH | 30,500 |

ADI TOTAL TVHH 30,500

COUNTY SIZE SUMMARY

| | | | |
|---|---|---|---|
| A | | | |
| B | | | |
| C | 1 | 30,500 | 100.0% |
| D | | | |

UNITED STATES TOTALS (SUM OF ADIS)

COUNTY SIZE SUMMARY

| SIZE | NUMBER | TVHH | % US | TOTAL HH |
|---|---|---|---|---|
| A | 155 | 31,592,200 | 38 | 32,111,000 |
| B | 459 | 28,391,600 | 34 | 28,828,100 |
| C | 578 | 13,545,100 | 16 | 13,826,400 |
| D | 1898 | 9,933,700 | 12 | 10,174,400 |

# ADI Population Estimates

ADI Market Population Summary

(Includes 21 Demographic Categories for each ADI)

# ADI MARKET POPULATION SUMMARY

## ABILENE-SWEETWATER

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 110,000 | .13 | 155 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 288,400 | .13 | 157 |
| | 18+ | 220,400 | .13 | 156 |
| | 18-49 | 125,800 | .12 | 159 |
| | 12-24 | 64,500 | .13 | 158 |
| | 12-34 | 106,400 | .12 | 160 |
| | 18-34 | 79,700 | .12 | 160 |
| WOMEN | TOTAL | 116,800 | .13 | 154 |
| | 18-49 | 62,800 | .12 | 159 |
| | 12-24 | 31,000 | .12 | 158 |
| | 18-34 | 39,000 | .11 | 161 |
| | 25-49 | 44,700 | .11 | 158 |
| | 25-54 | 52,000 | .11 | 158 |
| MEN | TOTAL | 103,600 | .13 | 156 |
| | 18-49 | 63,000 | .12 | 159 |
| | 18-34 | 40,700 | .12 | 160 |
| | 25-49 | 43,300 | .11 | 161 |
| | 25-54 | 50,200 | .11 | 160 |
| TEENS | TOTAL | 26,700 | .12 | 160 |
| CHILD | TOTAL | 41,300 | .13 | 160 |
| | 6-11 | 23,400 | .12 | 160 |

## ALBUQUERQUE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 357,800 | .43 | 68 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 986,400 | .44 | 64 |
| | 18+ | 712,700 | .42 | 67 |
| | 18-49 | 494,700 | .46 | 63 |
| | 12-24 | 242,700 | .47 | 62 |
| | 12-34 | 426,000 | .47 | 61 |
| | 18-34 | 317,400 | .46 | 62 |
| WOMEN | TOTAL | 365,900 | .42 | 68 |
| | 18-49 | 248,700 | .46 | 63 |
| | 12-24 | 120,400 | .48 | 62 |
| | 18-34 | 158,300 | .46 | 63 |
| | 25-49 | 182,100 | .46 | 62 |
| | 25-54 | 204,600 | .45 | 63 |
| MEN | TOTAL | 346,800 | .43 | 66 |
| | 18-49 | 246,000 | .46 | 63 |
| | 18-34 | 159,100 | .46 | 61 |
| | 25-49 | 178,500 | .46 | 63 |
| | 25-54 | 200,200 | .45 | 64 |
| TEENS | TOTAL | 108,600 | .50 | 60 |
| CHILD | TOTAL | 165,100 | .51 | 59 |
| | 6-11 | 95,500 | .50 | 62 |

## ALPENA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 31,500 | .01 | 209 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 31,300 | .01 | 209 |
| | 18+ | 23,000 | .01 | 209 |
| | 18-49 | 14,400 | .01 | 209 |
| | 12-24 | 7,900 | .02 | 209 |
| | 12-34 | 12,500 | .01 | 209 |
| | 18-34 | 8,700 | .01 | 209 |
| WOMEN | TOTAL | 11,900 | .01 | 209 |
| | 18-49 | 7,200 | .01 | 209 |
| | 12-24 | 3,900 | .02 | 209 |
| | 18-34 | 4,300 | .01 | 209 |
| | 25-49 | 5,200 | .01 | 209 |
| | 25-54 | 6,100 | .01 | 209 |
| MEN | TOTAL | 11,100 | .01 | 209 |
| | 18-49 | 7,200 | .01 | 209 |
| | 18-34 | 4,400 | .01 | 209 |
| | 25-49 | 5,100 | .01 | 209 |
| | 25-54 | 6,000 | .01 | 209 |
| TEENS | TOTAL | 3,800 | .02 | 209 |
| CHILD | TOTAL | 4,500 | .01 | 209 |
| | 6-11 | 2,600 | .01 | 209 |

## ALBANY, GA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 120,200 | .15 | 149 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 368,200 | .17 | 143 |
| | 18+ | 262,000 | .16 | 147 |
| | 18-49 | 169,600 | .16 | 144 |
| | 12-24 | 87,800 | .17 | 141 |
| | 12-34 | 149,000 | .17 | 142 |
| | 18-34 | 107,500 | .16 | 144 |
| WOMEN | TOTAL | 140,900 | .16 | 144 |
| | 18-49 | 87,700 | .16 | 141 |
| | 12-24 | 44,200 | .17 | 138 |
| | 18-34 | 55,500 | .16 | 140 |
| | 25-49 | 63,800 | .16 | 139 |
| | 25-54 | 72,900 | .16 | 139 |
| MEN | TOTAL | 121,100 | .15 | 150 |
| | 18-49 | 81,900 | .15 | 146 |
| | 18-34 | 52,000 | .15 | 148 |
| | 25-49 | 59,500 | .15 | 144 |
| | 25-54 | 67,200 | .15 | 146 |
| TEENS | TOTAL | 41,500 | .19 | 130 |
| CHILD | TOTAL | 64,700 | .20 | 127 |
| | 6-11 | 38,400 | .20 | 125 |

## ALEXANDRIA, LA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 67,500 | .08 | 174 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 191,400 | .09 | 173 |
| | 18+ | 138,100 | .08 | 173 |
| | 18-49 | 86,300 | .08 | 173 |
| | 12-24 | 45,800 | .09 | 172 |
| | 12-34 | 75,500 | .08 | 173 |
| | 18-34 | 53,700 | .08 | 175 |
| WOMEN | TOTAL | 73,600 | .08 | 173 |
| | 18-49 | 44,200 | .08 | 173 |
| | 12-24 | 22,400 | .09 | 172 |
| | 18-34 | 27,000 | .08 | 173 |
| | 25-49 | 32,500 | .08 | 172 |
| | 25-54 | 37,400 | .08 | 171 |
| MEN | TOTAL | 64,500 | .08 | 173 |
| | 18-49 | 42,100 | .08 | 174 |
| | 18-34 | 26,700 | .08 | 178 |
| | 25-49 | 29,800 | .08 | 173 |
| | 25-54 | 34,400 | .08 | 173 |
| TEENS | TOTAL | 21,800 | .10 | 168 |
| CHILD | TOTAL | 31,500 | .10 | 171 |
| | 6-11 | 18,300 | .10 | 171 |

## AMARILLO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 177,100 | .21 | 114 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 463,900 | .21 | 116 |
| | 18+ | 342,700 | .20 | 118 |
| | 18-49 | 218,000 | .20 | 116 |
| | 12-24 | 104,700 | .20 | 121 |
| | 12-34 | 181,500 | .20 | 120 |
| | 18-34 | 136,300 | .20 | 121 |
| WOMEN | TOTAL | 177,500 | .20 | 119 |
| | 18-49 | 108,800 | .20 | 118 |
| | 12-24 | 51,200 | .20 | 121 |
| | 18-34 | 67,100 | .20 | 120 |
| | 25-49 | 79,500 | .20 | 116 |
| | 25-54 | 91,600 | .20 | 116 |
| MEN | TOTAL | 165,200 | .21 | 117 |
| | 18-49 | 109,200 | .20 | 117 |
| | 18-34 | 69,200 | .20 | 121 |
| | 25-49 | 79,000 | .20 | 119 |
| | 25-54 | 90,400 | .21 | 118 |
| TEENS | TOTAL | 45,200 | .21 | 119 |
| CHILD | TOTAL | 76,000 | .24 | 114 |
| | 6-11 | 43,400 | .23 | 114 |

## ALBANY-SCHENECTADY-TROY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 467,000 | .56 | 52 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,234,000 | .56 | 52 |
| | 18+ | 943,300 | .56 | 50 |
| | 18-49 | 568,100 | .53 | 53 |
| | 12-24 | 280,400 | .55 | 51 |
| | 12-34 | 483,300 | .54 | 53 |
| | 18-34 | 359,000 | .52 | 53 |
| WOMEN | TOTAL | 501,100 | .57 | 50 |
| | 18-49 | 287,200 | .53 | 53 |
| | 12-24 | 138,500 | .55 | 53 |
| | 18-34 | 180,100 | .53 | 53 |
| | 25-49 | 209,300 | .53 | 53 |
| | 25-54 | 243,100 | .53 | 53 |
| MEN | TOTAL | 442,200 | .55 | 50 |
| | 18-49 | 280,900 | .52 | 53 |
| | 18-34 | 178,900 | .52 | 53 |
| | 25-49 | 202,700 | .52 | 53 |
| | 25-54 | 233,800 | .53 | 53 |
| TEENS | TOTAL | 124,300 | .57 | 51 |
| CHILD | TOTAL | 166,400 | .51 | 58 |
| | 6-11 | 101,400 | .53 | 56 |

## ALEXANDRIA, MN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 79,900 | .10 | 166 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 220,300 | .10 | 165 |
| | 18+ | 165,000 | .10 | 166 |
| | 18-49 | 92,300 | .09 | 169 |
| | 12-24 | 49,900 | .10 | 168 |
| | 12-34 | 80,400 | .09 | 170 |
| | 18-34 | 57,100 | .08 | 171 |
| WOMEN | TOTAL | 83,900 | .10 | 166 |
| | 18-49 | 45,400 | .08 | 170 |
| | 12-24 | 24,200 | .10 | 168 |
| | 18-34 | 27,700 | .08 | 172 |
| | 25-49 | 32,600 | .08 | 170 |
| | 25-54 | 38,000 | .08 | 170 |
| MEN | TOTAL | 81,100 | .10 | 164 |
| | 18-49 | 46,900 | .09 | 169 |
| | 18-34 | 29,400 | .09 | 171 |
| | 25-49 | 33,100 | .09 | 169 |
| | 25-54 | 38,600 | .09 | 168 |
| TEENS | TOTAL | 23,300 | .11 | 167 |
| CHILD | TOTAL | 32,000 | .10 | 170 |
| | 6-11 | 18,500 | .10 | 169 |

## ANNISTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 41,800 | .05 | 192 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 118,800 | .05 | 191 |
| | 18+ | 89,300 | .05 | 192 |
| | 18-49 | 60,500 | .06 | 190 |
| | 12-24 | 31,800 | .06 | 188 |
| | 12-34 | 51,900 | .06 | 189 |
| | 18-34 | 40,300 | .06 | 189 |
| WOMEN | TOTAL | 46,300 | .05 | 192 |
| | 18-49 | 29,900 | .05 | 191 |
| | 12-24 | 14,900 | .06 | 188 |
| | 18-34 | 19,500 | .06 | 189 |
| | 25-49 | 20,500 | .05 | 190 |
| | 25-54 | 23,600 | .05 | 190 |
| MEN | TOTAL | 43,000 | .05 | 192 |
| | 18-49 | 30,600 | .06 | 190 |
| | 18-34 | 20,800 | .06 | 188 |
| | 25-49 | 19,800 | .05 | 190 |
| | 25-54 | 22,500 | .05 | 190 |
| TEENS | TOTAL | 11,600 | .05 | 192 |
| CHILD | TOTAL | 17,900 | .06 | 191 |
| | 6-11 | 10,600 | .06 | 190 |

# ADI MARKET POPULATION SUMMARY

## ARDMORE-ADA

| | | TV HOUSEHOLDS | 68,200 | .08 | 172 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 177,900 | .08 | 175 |
| | 18+ | | 135,200 | .08 | 175 |
| | 18-49 | | 75,200 | .07 | 181 |
| | 12-24 | | 37,700 | .07 | 183 |
| | 12-34 | | 63,100 | .07 | 181 |
| | 18-34 | | 46,000 | .07 | 185 |
| WOMEN | TOTAL | | 71,500 | .08 | 175 |
| | 18-49 | | 37,900 | .07 | 180 |
| | 12-24 | | 18,400 | .07 | 182 |
| | 18-34 | | 22,800 | .07 | 185 |
| | 25-49 | | 27,700 | .07 | 180 |
| | 25-54 | | 32,300 | .07 | 179 |
| MEN | TOTAL | | 63,700 | .08 | 175 |
| | 18-49 | | 37,300 | .07 | 181 |
| | 18-34 | | 23,200 | .07 | 185 |
| | 25-49 | | 26,900 | .07 | 180 |
| | 25-54 | | 31,300 | .07 | 180 |
| TEENS | TOTAL | | 17,100 | .08 | 176 |
| CHILD | TOTAL | | 25,600 | .08 | 179 |
| | 6-11 | | 15,200 | .08 | 176 |

## AUSTIN, TX

| | | TV HOUSEHOLDS | 262,000 | .31 | 85 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 672,800 | .30 | 89 |
| | 18+ | | 519,000 | .31 | 87 |
| | 18-49 | | 368,100 | .34 | 80 |
| | 12-24 | | 181,400 | .35 | 80 |
| | 12-34 | | 318,900 | .35 | 79 |
| | 18-34 | | 259,700 | .38 | 75 |
| WOMEN | TOTAL | | 264,700 | .30 | 89 |
| | 18-49 | | 180,200 | .33 | 81 |
| | 12-24 | | 87,900 | .35 | 80 |
| | 18-34 | | 125,600 | .37 | 76 |
| | 25-49 | | 120,900 | .30 | 87 |
| | 25-54 | | 135,300 | .30 | 89 |
| MEN | TOTAL | | 254,300 | .32 | 86 |
| | 18-49 | | 187,900 | .35 | 77 |
| | 18-34 | | 134,100 | .39 | 73 |
| | 25-49 | | 125,000 | .32 | 84 |
| | 25-54 | | 138,600 | .31 | 85 |
| TEENS | TOTAL | | 59,200 | .27 | 101 |
| CHILD | TOTAL | | 94,600 | .29 | 94 |
| | 6-11 | | 55,400 | .29 | 95 |

## BANGOR

| | | TV HOUSEHOLDS | 109,400 | .13 | 156 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 301,400 | .14 | 155 |
| | 18+ | | 226,400 | .13 | 154 |
| | 18-49 | | 143,600 | .13 | 154 |
| | 12-24 | | 71,700 | .14 | 153 |
| | 12-34 | | 122,400 | .14 | 153 |
| | 18-34 | | 91,700 | .13 | 153 |
| WOMEN | TOTAL | | 117,200 | .13 | 153 |
| | 18-49 | | 71,200 | .13 | 154 |
| | 12-24 | | 34,800 | .14 | 153 |
| | 18-34 | | 45,200 | .13 | 153 |
| | 25-49 | | 51,400 | .13 | 154 |
| | 25-54 | | 59,000 | .13 | 154 |
| MEN | TOTAL | | 109,200 | .14 | 155 |
| | 18-49 | | 72,400 | .13 | 154 |
| | 18-34 | | 46,500 | .14 | 154 |
| | 25-49 | | 51,200 | .13 | 155 |
| | 25-54 | | 58,500 | .13 | 155 |
| TEENS | TOTAL | | 30,700 | .14 | 152 |
| CHILD | TOTAL | | 44,300 | .14 | 155 |
| | 6-11 | | 26,600 | .14 | 153 |

## ATLANTA

| | | TV HOUSEHOLDS | 1,117,400 | 1.34 | 15 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 3,001,100 | 1.35 | 14 |
| | 18+ | | 2,234,300 | 1.33 | 15 |
| | 18-49 | | 1,565,400 | 1.45 | 12 |
| | 12-24 | | 696,400 | 1.36 | 14 |
| | 12-34 | | 1,281,100 | 1.42 | 13 |
| | 18-34 | | 976,300 | 1.43 | 13 |
| WOMEN | TOTAL | | 1,180,800 | 1.34 | 14 |
| | 18-49 | | 798,900 | 1.47 | 12 |
| | 12-24 | | 348,000 | 1.38 | 14 |
| | 18-34 | | 499,700 | 1.46 | 12 |
| | 25-49 | | 600,500 | 1.51 | 12 |
| | 25-54 | | 671,900 | 1.47 | 12 |
| MEN | TOTAL | | 1,053,500 | 1.32 | 15 |
| | 18-49 | | 766,500 | 1.43 | 12 |
| | 18-34 | | 476,600 | 1.39 | 13 |
| | 25-49 | | 573,300 | 1.48 | 12 |
| | 25-54 | | 640,300 | 1.45 | 12 |
| TEENS | TOTAL | | 304,800 | 1.40 | 13 |
| CHILD | TOTAL | | 462,000 | 1.43 | 12 |
| | 6-11 | | 281,100 | 1.47 | 12 |

## BAKERSFIELD

| | | TV HOUSEHOLDS | 125,100 | .15 | 150 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 338,900 | .15 | 151 |
| | 18+ | | 247,800 | .15 | 151 |
| | 18-49 | | 165,200 | .15 | 146 |
| | 12-24 | | 80,100 | .16 | 147 |
| | 12-34 | | 141,000 | .16 | 146 |
| | 18-34 | | 106,700 | .16 | 146 |
| WOMEN | TOTAL | | 125,800 | .14 | 151 |
| | 18-49 | | 81,700 | .15 | 149 |
| | 12-24 | | 39,300 | .16 | 148 |
| | 18-34 | | 52,300 | .15 | 147 |
| | 25-49 | | 59,200 | .15 | 148 |
| | 25-54 | | 67,500 | .15 | 149 |
| MEN | TOTAL | | 122,000 | .15 | 149 |
| | 18-49 | | 83,500 | .16 | 144 |
| | 18-34 | | 54,400 | .16 | 144 |
| | 25-49 | | 60,200 | .16 | 143 |
| | 25-54 | | 68,100 | .15 | 143 |
| TEENS | TOTAL | | 34,300 | .16 | 146 |
| CHILD | TOTAL | | 56,800 | .18 | 142 |
| | 6-11 | | 31,700 | .17 | 144 |

## BATON ROUGE

| | | TV HOUSEHOLDS | 243,300 | .29 | 92 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 705,500 | .32 | 87 |
| | 18+ | | 509,100 | .30 | 90 |
| | 18-49 | | 364,400 | .34 | 81 |
| | 12-24 | | 188,800 | .37 | 78 |
| | 12-34 | | 322,000 | .36 | 78 |
| | 18-34 | | 244,900 | .36 | 79 |
| WOMEN | TOTAL | | 261,700 | .30 | 91 |
| | 18-49 | | 181,700 | .33 | 80 |
| | 12-24 | | 93,100 | .37 | 78 |
| | 18-34 | | 120,800 | .35 | 79 |
| | 25-49 | | 126,700 | .32 | 85 |
| | 25-54 | | 142,400 | .31 | 85 |
| MEN | TOTAL | | 247,400 | .31 | 88 |
| | 18-49 | | 182,700 | .34 | 80 |
| | 18-34 | | 124,100 | .36 | 80 |
| | 25-49 | | 126,000 | .33 | 83 |
| | 25-54 | | 140,600 | .32 | 83 |
| TEENS | TOTAL | | 77,100 | .35 | 80 |
| CHILD | TOTAL | | 119,300 | .37 | 80 |
| | 6-11 | | 69,000 | .36 | 80 |

## AUGUSTA

| | | TV HOUSEHOLDS | 199,700 | .24 | 103 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 574,900 | .26 | 101 |
| | 18+ | | 419,700 | .25 | 102 |
| | 18-49 | | 277,900 | .26 | 101 |
| | 12-24 | | 141,200 | .28 | 103 |
| | 12-34 | | 240,500 | .27 | 102 |
| | 18-34 | | 178,400 | .26 | 105 |
| WOMEN | TOTAL | | 221,400 | .25 | 101 |
| | 18-49 | | 140,600 | .26 | 100 |
| | 12-24 | | 68,300 | .27 | 104 |
| | 18-34 | | 88,800 | .26 | 103 |
| | 25-49 | | 102,400 | .26 | 99 |
| | 25-54 | | 116,600 | .26 | 99 |
| MEN | TOTAL | | 198,300 | .25 | 103 |
| | 18-49 | | 137,300 | .26 | 104 |
| | 18-34 | | 89,600 | .26 | 106 |
| | 25-49 | | 96,400 | .25 | 101 |
| | 25-54 | | 109,000 | .25 | 102 |
| TEENS | TOTAL | | 62,100 | .28 | 95 |
| CHILD | TOTAL | | 93,100 | .29 | 98 |
| | 6-11 | | 54,600 | .29 | 96 |

## BALTIMORE

| | | TV HOUSEHOLDS | 856,900 | 1.03 | 20 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 2,318,200 | 1.04 | 19 |
| | 18+ | | 1,770,800 | 1.06 | 19 |
| | 18-49 | | 1,157,000 | 1.07 | 19 |
| | 12-24 | | 538,900 | 1.05 | 19 |
| | 12-34 | | 957,600 | 1.06 | 19 |
| | 18-34 | | 719,800 | 1.05 | 19 |
| WOMEN | TOTAL | | 931,600 | 1.06 | 19 |
| | 18-49 | | 587,500 | 1.08 | 19 |
| | 12-24 | | 266,700 | 1.06 | 19 |
| | 18-34 | | 364,100 | 1.07 | 19 |
| | 25-49 | | 437,100 | 1.10 | 19 |
| | 25-54 | | 500,100 | 1.10 | 19 |
| MEN | TOTAL | | 839,200 | 1.05 | 20 |
| | 18-49 | | 569,500 | 1.06 | 19 |
| | 18-34 | | 355,700 | 1.04 | 20 |
| | 25-49 | | 418,800 | 1.08 | 19 |
| | 25-54 | | 477,600 | 1.08 | 19 |
| TEENS | TOTAL | | 237,800 | 1.09 | 17 |
| CHILD | TOTAL | | 309,600 | .96 | 22 |
| | 6-11 | | 188,300 | .99 | 20 |

## BEAUMONT-PORT ARTHUR

| | | TV HOUSEHOLDS | 167,700 | .20 | 121 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 449,400 | .20 | 118 |
| | 18+ | | 332,600 | .20 | 121 |
| | 18-49 | | 209,200 | .19 | 122 |
| | 12-24 | | 102,600 | .20 | 122 |
| | 12-34 | | 175,200 | .19 | 124 |
| | 18-34 | | 128,900 | .19 | 127 |
| WOMEN | TOTAL | | 173,800 | .20 | 121 |
| | 18-49 | | 105,900 | .19 | 120 |
| | 12-24 | | 50,900 | .20 | 122 |
| | 18-34 | | 64,500 | .19 | 125 |
| | 25-49 | | 77,700 | .20 | 119 |
| | 25-54 | | 89,900 | .20 | 117 |
| MEN | TOTAL | | 158,800 | .20 | 120 |
| | 18-49 | | 103,300 | .19 | 126 |
| | 18-34 | | 64,400 | .19 | 130 |
| | 25-49 | | 75,200 | .19 | 122 |
| | 25-54 | | 86,500 | .20 | 121 |
| TEENS | TOTAL | | 46,300 | .21 | 117 |
| CHILD | TOTAL | | 70,500 | .22 | 119 |
| | 6-11 | | 41,000 | .21 | 117 |

# ADI MARKET POPULATION SUMMARY

## BEND

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 25,400 | .03 | 204 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 64,500 | .03 | 205 |
| | 18+ | 48,600 | .03 | 205 |
| | 18-49 | 32,800 | .03 | 204 |
| | 12-24 | 13,500 | .03 | 205 |
| | 12-34 | 26,900 | .03 | 205 |
| | 18-34 | 20,800 | .03 | 204 |
| WOMEN | TOTAL | 24,600 | .03 | 205 |
| | 18-49 | 16,300 | .03 | 204 |
| | 12-24 | 6,700 | .03 | 205 |
| | 18-34 | 10,400 | .03 | 204 |
| | 25-49 | 12,500 | .03 | 202 |
| | 25-54 | 13,900 | .03 | 203 |
| MEN | TOTAL | 24,000 | .03 | 205 |
| | 18-49 | 16,500 | .03 | 204 |
| | 18-34 | 10,400 | .03 | 204 |
| | 25-49 | 12,900 | .03 | 201 |
| | 25-54 | 14,200 | .03 | 202 |
| TEENS | TOTAL | 6,100 | .03 | 206 |
| CHILD | TOTAL | 9,800 | .03 | 205 |
| | 6-11 | 5,700 | .03 | 205 |

## BINGHAMTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 150,200 | .18 | 135 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 405,900 | .18 | 136 |
| | 18+ | 305,500 | .18 | 133 |
| | 18-49 | 186,300 | .17 | 135 |
| | 12-24 | 95,100 | .19 | 130 |
| | 12-34 | 158,100 | .18 | 134 |
| | 18-34 | 115,100 | .17 | 137 |
| WOMEN | TOTAL | 161,000 | .18 | 131 |
| | 18-49 | 94,100 | .17 | 134 |
| | 12-24 | 46,900 | .19 | 129 |
| | 18-34 | 57,700 | .17 | 136 |
| | 25-49 | 68,100 | .17 | 133 |
| | 25-54 | 79,100 | .17 | 131 |
| MEN | TOTAL | 144,500 | .18 | 136 |
| | 18-49 | 92,200 | .17 | 135 |
| | 18-34 | 57,400 | .17 | 138 |
| | 25-49 | 66,100 | .17 | 136 |
| | 25-54 | 76,700 | .17 | 134 |
| TEENS | TOTAL | 43,000 | .20 | 125 |
| CHILD | TOTAL | 57,400 | .18 | 141 |
| | 6-11 | 34,800 | .18 | 137 |

## BOISE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 158,100 | .19 | 126 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 419,400 | .19 | 128 |
| | 18+ | 308,000 | .18 | 132 |
| | 18-49 | 205,500 | .19 | 124 |
| | 12-24 | 94,900 | .18 | 131 |
| | 12-34 | 172,500 | .19 | 126 |
| | 18-34 | 131,600 | .19 | 123 |
| WOMEN | TOTAL | 156,500 | .18 | 135 |
| | 18-49 | 101,500 | .19 | 124 |
| | 12-24 | 46,600 | .18 | 130 |
| | 18-34 | 64,700 | .19 | 124 |
| | 25-49 | 75,000 | .19 | 123 |
| | 25-54 | 84,300 | .18 | 126 |
| MEN | TOTAL | 151,500 | .19 | 128 |
| | 18-49 | 104,000 | .19 | 125 |
| | 18-34 | 66,900 | .20 | 124 |
| | 25-49 | 76,500 | .20 | 120 |
| | 25-54 | 85,300 | .19 | 122 |
| TEENS | TOTAL | 40,900 | .19 | 131 |
| CHILD | TOTAL | 70,500 | .22 | 119 |
| | 6-11 | 39,900 | .21 | 122 |

## BILLINGS-HARDIN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 78,300 | .09 | 167 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 205,900 | .09 | 170 |
| | 18+ | 152,600 | .09 | 169 |
| | 18-49 | 99,900 | .09 | 167 |
| | 12-24 | 46,000 | .09 | 171 |
| | 12-34 | 83,700 | .09 | 167 |
| | 18-34 | 63,400 | .09 | 166 |
| WOMEN | TOTAL | 78,100 | .09 | 170 |
| | 18-49 | 49,900 | .09 | 166 |
| | 12-24 | 23,000 | .09 | 171 |
| | 18-34 | 31,800 | .09 | 165 |
| | 25-49 | 36,900 | .09 | 165 |
| | 25-54 | 41,800 | .09 | 166 |
| MEN | TOTAL | 74,500 | .09 | 169 |
| | 18-49 | 50,000 | .09 | 166 |
| | 18-34 | 31,600 | .09 | 166 |
| | 25-49 | 37,300 | .10 | 163 |
| | 25-54 | 42,300 | .10 | 164 |
| TEENS | TOTAL | 20,300 | .09 | 171 |
| CHILD | TOTAL | 33,000 | .10 | 168 |
| | 6-11 | 18,700 | .10 | 168 |

## BIRMINGHAM

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 491,800 | .59 | 47 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,317,500 | .59 | 47 |
| | 18+ | 986,300 | .59 | 47 |
| | 18-49 | 618,400 | .57 | 47 |
| | 12-24 | 293,100 | .57 | 48 |
| | 12-34 | 516,100 | .57 | 48 |
| | 18-34 | 385,800 | .56 | 47 |
| WOMEN | TOTAL | 529,500 | .60 | 46 |
| | 18-49 | 318,900 | .59 | 47 |
| | 12-24 | 147,100 | .58 | 48 |
| | 18-34 | 197,400 | .58 | 47 |
| | 25-49 | 235,500 | .59 | 47 |
| | 25-54 | 271,000 | .59 | 47 |
| MEN | TOTAL | 456,800 | .57 | 48 |
| | 18-49 | 299,500 | .56 | 48 |
| | 18-34 | 188,400 | .55 | 48 |
| | 25-49 | 220,100 | .57 | 49 |
| | 25-54 | 250,900 | .57 | 49 |
| TEENS | TOTAL | 130,300 | .60 | 47 |
| CHILD | TOTAL | 200,900 | .62 | 46 |
| | 6-11 | 118,700 | .62 | 48 |

## BOSTON (MANCHESTER & WORCESTER)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,930,800 | 2.31 | 6 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 5,141,300 | 2.32 | 5 |
| | 18+ | 3,966,500 | 2.36 | 5 |
| | 18-49 | 2,508,200 | 2.32 | 6 |
| | 12-24 | 1,200,400 | 2.34 | 5 |
| | 12-34 | 2,116,400 | 2.34 | 5 |
| | 18-34 | 1,605,600 | 2.35 | 6 |
| WOMEN | TOTAL | 2,117,600 | 2.41 | 5 |
| | 18-49 | 1,275,700 | 2.34 | 6 |
| | 12-24 | 597,400 | 2.36 | 5 |
| | 18-34 | 813,700 | 2.38 | 5 |
| | 25-49 | 928,700 | 2.33 | 6 |
| | 25-54 | 1,064,300 | 2.34 | 6 |
| MEN | TOTAL | 1,848,900 | 2.31 | 6 |
| | 18-49 | 1,232,500 | 2.30 | 6 |
| | 18-34 | 791,900 | 2.31 | 6 |
| | 25-49 | 889,900 | 2.30 | 6 |
| | 25-54 | 1,015,300 | 2.30 | 6 |
| TEENS | TOTAL | 910,800 | 2.34 | 5 |
| CHILD | TOTAL | 664,000 | 2.05 | 6 |
| | 6-11 | 410,000 | 2.15 | 6 |

## BILOXI-GULFPORT-PASCAGOULA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 58,900 | .07 | 179 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 166,300 | .07 | 179 |
| | 18+ | 122,400 | .07 | 179 |
| | 18-49 | 84,800 | .08 | 174 |
| | 12-24 | 44,700 | .09 | 174 |
| | 12-34 | 73,000 | .08 | 174 |
| | 18-34 | 55,900 | .08 | 173 |
| WOMEN | TOTAL | 61,400 | .07 | 179 |
| | 18-49 | 40,900 | .08 | 175 |
| | 12-24 | 20,600 | .08 | 175 |
| | 18-34 | 26,200 | .08 | 174 |
| | 25-49 | 28,700 | .07 | 178 |
| | 25-54 | 32,400 | .07 | 178 |
| MEN | TOTAL | 61,000 | .08 | 179 |
| | 18-49 | 43,900 | .08 | 171 |
| | 18-34 | 29,700 | .09 | 169 |
| | 25-49 | 28,500 | .07 | 175 |
| | 25-54 | 32,100 | .07 | 177 |
| TEENS | TOTAL | 17,100 | .08 | 176 |
| CHILD | TOTAL | 26,800 | .08 | 174 |
| | 6-11 | 15,400 | .08 | 174 |

## BLUEFIELD-BECKLEY-OAK HILL

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 151,800 | .18 | 131 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 423,400 | .19 | 126 |
| | 18+ | 311,300 | .19 | 131 |
| | 18-49 | 191,700 | .18 | 131 |
| | 12-24 | 92,700 | .18 | 134 |
| | 12-34 | 164,900 | .18 | 130 |
| | 18-34 | 123,000 | .18 | 131 |
| WOMEN | TOTAL | 164,600 | .19 | 126 |
| | 18-49 | 96,900 | .18 | 129 |
| | 12-24 | 45,700 | .18 | 133 |
| | 18-34 | 61,500 | .18 | 130 |
| | 25-49 | 71,400 | .18 | 127 |
| | 25-54 | 83,200 | .18 | 127 |
| MEN | TOTAL | 146,700 | .18 | 134 |
| | 18-49 | 94,800 | .18 | 133 |
| | 18-34 | 61,500 | .18 | 132 |
| | 25-49 | 69,500 | .18 | 127 |
| | 25-54 | 79,500 | .18 | 127 |
| TEENS | TOTAL | 41,900 | .19 | 127 |
| CHILD | TOTAL | 70,200 | .22 | 121 |
| | 6-11 | 40,900 | .21 | 118 |

## BOWLING GREEN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 54,200 | .06 | 185 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 149,100 | .07 | 182 |
| | 18+ | 113,700 | .07 | 182 |
| | 18-49 | 73,400 | .07 | 182 |
| | 12-24 | 37,900 | .07 | 182 |
| | 12-34 | 61,700 | .07 | 184 |
| | 18-34 | 47,700 | .07 | 182 |
| WOMEN | TOTAL | 59,300 | .07 | 181 |
| | 18-49 | 37,200 | .07 | 181 |
| | 12-24 | 19,200 | .08 | 178 |
| | 18-34 | 24,200 | .07 | 181 |
| | 25-49 | 24,900 | .06 | 183 |
| | 25-54 | 28,400 | .06 | 183 |
| MEN | TOTAL | 54,400 | .07 | 182 |
| | 18-49 | 36,200 | .07 | 183 |
| | 18-34 | 23,500 | .07 | 184 |
| | 25-49 | 24,600 | .06 | 184 |
| | 25-54 | 28,200 | .06 | 184 |
| TEENS | TOTAL | 14,000 | .06 | 184 |
| CHILD | TOTAL | 21,400 | .07 | 185 |
| | 6-11 | 12,400 | .06 | 184 |

# ADI MARKET POPULATION SUMMARY

## BRISTOL-KINGSPORT-JOHNSON CITY

| | | TV HOUSEHOLDS 268,000 | | .32 | 84 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 737,500 | .33 | 83 |
| | 18+ | | 552,500 | .33 | 84 |
| | 18-49 | | 352,700 | .33 | 83 |
| | 12-24 | | 161,400 | .31 | 92 |
| | 12-34 | | 285,600 | .32 | 85 |
| | 18-34 | | 212,000 | .31 | 90 |
| WOMEN | TOTAL | | 289,500 | .33 | 84 |
| | 18-49 | | 178,300 | .33 | 84 |
| | 12-24 | | 79,700 | .32 | 88 |
| | 18-34 | | 106,700 | .31 | 87 |
| | 25-49 | | 134,000 | .34 | 79 |
| | 25-54 | | 154,000 | .34 | 79 |
| MEN | TOTAL | | 263,000 | .33 | 84 |
| | 18-49 | | 174,400 | .33 | 83 |
| | 18-34 | | 105,300 | .31 | 91 |
| | 25-49 | | 130,900 | .34 | 79 |
| | 25-54 | | 149,400 | .34 | 79 |
| TEENS | TOTAL | | 73,600 | .34 | 83 |
| CHILD | TOTAL | | 111,400 | .34 | 85 |
| | 6-11 | | 67,500 | .35 | 84 |

## CASPER-RIVERTON

| | | TV HOUSEHOLDS 57,400 | | .07 | 180 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 155,700 | .07 | 181 |
| | 18+ | | 113,900 | .07 | 181 |
| | 18-49 | | 82,000 | .08 | 175 |
| | 12-24 | | 37,200 | .07 | 184 |
| | 12-34 | | 68,900 | .08 | 176 |
| | 18-34 | | 53,700 | .08 | 175 |
| WOMEN | TOTAL | | 56,000 | .06 | 183 |
| | 18-49 | | 39,300 | .07 | 179 |
| | 12-24 | | 18,100 | .07 | 184 |
| | 18-34 | | 25,400 | .07 | 175 |
| | 25-49 | | 28,700 | .07 | 178 |
| | 25-54 | | 31,900 | .07 | 180 |
| MEN | TOTAL | | 57,900 | .07 | 181 |
| | 18-49 | | 42,700 | .08 | 173 |
| | 18-34 | | 28,300 | .08 | 175 |
| | 25-49 | | 31,300 | .08 | 171 |
| | 25-54 | | 34,900 | .08 | 171 |
| TEENS | TOTAL | | 15,200 | .07 | 181 |
| CHILD | TOTAL | | 26,600 | .08 | 176 |
| | 6-11 | | 14,600 | .08 | 179 |

## CHARLESTON-HUNTINGTON

| | | TV HOUSEHOLDS 525,300 | | .63 | 43 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 1,447,900 | .65 | 43 |
| | 18+ | | 1,069,900 | .64 | 43 |
| | 18-49 | | 680,500 | .63 | 46 |
| | 12-24 | | 329,500 | .64 | 46 |
| | 12-34 | | 573,100 | .63 | 46 |
| | 18-34 | | 426,800 | .62 | 46 |
| WOMEN | TOTAL | | 557,400 | .63 | 43 |
| | 18-49 | | 341,900 | .63 | 46 |
| | 12-24 | | 162,200 | .64 | 45 |
| | 18-34 | | 212,600 | .62 | 46 |
| | 25-49 | | 250,700 | .63 | 45 |
| | 25-54 | | 289,100 | .63 | 44 |
| MEN | TOTAL | | 512,500 | .64 | 44 |
| | 18-49 | | 338,600 | .63 | 44 |
| | 18-34 | | 214,200 | .63 | 45 |
| | 25-49 | | 246,600 | .64 | 44 |
| | 25-54 | | 281,800 | .64 | 43 |
| TEENS | TOTAL | | 146,300 | .67 | 42 |
| CHILD | TOTAL | | 231,700 | .72 | 39 |
| | 6-11 | | 135,100 | .71 | 41 |

## BUFFALO

| | | TV HOUSEHOLDS 632,800 | | .76 | 32 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 1,683,200 | .76 | 32 |
| | 18+ | | 1,279,600 | .76 | 32 |
| | 18-49 | | 770,600 | .71 | 36 |
| | 12-24 | | 389,000 | .76 | 36 |
| | 12-34 | | 654,800 | .73 | 38 |
| | 18-34 | | 482,900 | .71 | 38 |
| WOMEN | TOTAL | | 680,400 | .77 | 32 |
| | 18-49 | | 393,600 | .72 | 35 |
| | 12-24 | | 193,300 | .77 | 36 |
| | 18-34 | | 244,200 | .71 | 38 |
| | 25-49 | | 284,500 | .71 | 36 |
| | 25-54 | | 332,800 | .73 | 33 |
| MEN | TOTAL | | 599,200 | .75 | 32 |
| | 18-49 | | 377,000 | .70 | 38 |
| | 18-34 | | 238,700 | .70 | 39 |
| | 25-49 | | 269,000 | .69 | 36 |
| | 25-54 | | 313,600 | .71 | 35 |
| TEENS | TOTAL | | 171,900 | .79 | 31 |
| CHILD | TOTAL | | 231,700 | .72 | 39 |
| | 6-11 | | 140,700 | .74 | 37 |

## CEDAR RAPIDS-WATERLOO (DUBUQUE)

| | | TV HOUSEHOLDS 318,000 | | .38 | 76 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 856,000 | .39 | 74 |
| | 18+ | | 642,400 | .38 | 75 |
| | 18-49 | | 413,300 | .38 | 72 |
| | 12-24 | | 215,400 | .42 | 69 |
| | 12-34 | | 361,000 | .40 | 70 |
| | 18-34 | | 273,300 | .40 | 71 |
| WOMEN | TOTAL | | 333,900 | .38 | 75 |
| | 18-49 | | 205,200 | .38 | 72 |
| | 12-24 | | 106,500 | .42 | 69 |
| | 18-34 | | 134,900 | .39 | 71 |
| | 25-49 | | 141,700 | .36 | 76 |
| | 25-54 | | 161,500 | .35 | 77 |
| MEN | TOTAL | | 308,500 | .39 | 76 |
| | 18-49 | | 208,100 | .39 | 72 |
| | 18-34 | | 138,400 | .40 | 71 |
| | 25-49 | | 143,900 | .37 | 73 |
| | 25-54 | | 163,100 | .37 | 73 |
| TEENS | TOTAL | | 87,700 | .40 | 72 |
| CHILD | TOTAL | | 125,900 | .39 | 73 |
| | 6-11 | | 72,600 | .38 | 75 |

## CHARLOTTE (HICKORY)

| | | TV HOUSEHOLDS 636,700 | | .76 | 31 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 1,719,700 | .77 | 31 |
| | 18+ | | 1,287,900 | .77 | 31 |
| | 18-49 | | 847,000 | .78 | 31 |
| | 12-24 | | 390,700 | .76 | 35 |
| | 12-34 | | 693,500 | .77 | 34 |
| | 18-34 | | 519,800 | .76 | 34 |
| WOMEN | TOTAL | | 681,200 | .77 | 31 |
| | 18-49 | | 431,000 | .79 | 30 |
| | 12-24 | | 194,000 | .77 | 33 |
| | 18-34 | | 263,100 | .77 | 33 |
| | 25-49 | | 321,500 | .81 | 30 |
| | 25-54 | | 367,700 | .81 | 30 |
| MEN | TOTAL | | 606,700 | .76 | 31 |
| | 18-49 | | 416,000 | .78 | 32 |
| | 18-34 | | 256,700 | .75 | 33 |
| | 25-49 | | 308,500 | .80 | 30 |
| | 25-54 | | 350,700 | .80 | 30 |
| TEENS | TOTAL | | 173,700 | .80 | 30 |
| CHILD | TOTAL | | 258,100 | .80 | 32 |
| | 6-11 | | 158,700 | .83 | 28 |

## BURLINGTON-PLATTSBURGH (HARTFORD, VT-HANOVER, NH)

| | | TV HOUSEHOLDS 237,600 | | .28 | 94 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 655,800 | .30 | 92 |
| | 18+ | | 494,400 | .29 | 93 |
| | 18-49 | | 327,400 | .30 | 89 |
| | 12-24 | | 165,800 | .32 | 87 |
| | 12-34 | | 282,500 | .31 | 86 |
| | 18-34 | | 215,200 | .31 | 89 |
| WOMEN | TOTAL | | 255,400 | .29 | 94 |
| | 18-49 | | 161,900 | .30 | 90 |
| | 12-24 | | 81,100 | .32 | 86 |
| | 18-34 | | 105,900 | .31 | 89 |
| | 25-49 | | 113,700 | .29 | 93 |
| | 25-54 | | 129,100 | .28 | 93 |
| MEN | TOTAL | | 239,000 | .30 | 92 |
| | 18-49 | | 165,500 | .31 | 89 |
| | 18-34 | | 109,300 | .32 | 88 |
| | 25-49 | | 115,200 | .30 | 90 |
| | 25-54 | | 130,200 | .30 | 91 |
| TEENS | TOTAL | | 67,300 | .31 | 92 |
| CHILD | TOTAL | | 94,100 | .29 | 95 |
| | 6-11 | | 56,400 | .30 | 94 |

## CHARLESTON, SC

| | | TV HOUSEHOLDS 184,600 | | .22 | 111 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 541,200 | .24 | 106 |
| | 18+ | | 393,900 | .23 | 107 |
| | 18-49 | | 282,900 | .26 | 100 |
| | 12-24 | | 145,500 | .28 | 101 |
| | 12-34 | | 247,900 | .27 | 100 |
| | 18-34 | | 189,600 | .28 | 100 |
| WOMEN | TOTAL | | 198,700 | .23 | 108 |
| | 18-49 | | 136,300 | .25 | 102 |
| | 12-24 | | 67,200 | .27 | 105 |
| | 18-34 | | 89,000 | .26 | 102 |
| | 25-49 | | 97,900 | .25 | 100 |
| | 25-54 | | 109,800 | .24 | 103 |
| MEN | TOTAL | | 195,200 | .24 | 105 |
| | 18-49 | | 146,600 | .27 | 99 |
| | 18-34 | | 100,600 | .29 | 95 |
| | 25-49 | | 97,800 | .25 | 100 |
| | 25-54 | | 108,400 | .25 | 103 |
| TEENS | TOTAL | | 58,300 | .27 | 103 |
| CHILD | TOTAL | | 89,000 | .28 | 104 |
| | 6-11 | | 52,100 | .27 | 102 |

## CHATTANOOGA

| | | TV HOUSEHOLDS 287,400 | | .34 | 79 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 781,300 | .35 | 79 |
| | 18+ | | 581,800 | .35 | 79 |
| | 18-49 | | 380,600 | .35 | 77 |
| | 12-24 | | 174,600 | .34 | 84 |
| | 12-34 | | 309,500 | .34 | 81 |
| | 18-34 | | 231,500 | .34 | 80 |
| WOMEN | TOTAL | | 307,900 | .35 | 79 |
| | 18-49 | | 194,000 | .36 | 77 |
| | 12-24 | | 86,900 | .34 | 82 |
| | 18-34 | | 117,800 | .34 | 80 |
| | 25-49 | | 144,900 | .36 | 74 |
| | 25-54 | | 165,000 | .36 | 74 |
| MEN | TOTAL | | 273,900 | .34 | 79 |
| | 18-49 | | 186,600 | .35 | 78 |
| | 18-34 | | 113,700 | .33 | 84 |
| | 25-49 | | 139,100 | .36 | 75 |
| | 25-54 | | 157,800 | .36 | 75 |
| TEENS | TOTAL | | 78,000 | .36 | 78 |
| CHILD | TOTAL | | 121,500 | .38 | 77 |
| | 6-11 | | 73,100 | .38 | 74 |

# ADI MARKET POPULATION SUMMARY

## CHEYENNE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 49,600 | .06 | 189 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 127,400 | .06 | 189 |
| | 18+ | 94,800 | .06 | 190 |
| | 18-49 | 61,500 | .06 | 189 |
| | 12-24 | 28,900 | .06 | 190 |
| | 12-34 | 51,500 | .06 | 190 |
| | 18-34 | 39,200 | .06 | 190 |
| WOMEN | TOTAL | 48,400 | .06 | 190 |
| | 18-49 | 30,300 | .06 | 189 |
| | 12-24 | 13,900 | .06 | 194 |
| | 18-34 | 19,000 | .06 | 190 |
| | 25-49 | 22,500 | .06 | 188 |
| | 25-54 | 25,600 | .06 | 188 |
| MEN | TOTAL | 46,400 | .06 | 190 |
| | 18-49 | 31,200 | .06 | 189 |
| | 18-34 | 20,200 | .06 | 190 |
| | 25-49 | 22,400 | .06 | 188 |
| | 25-54 | 25,500 | .06 | 188 |
| TEENS | TOTAL | 12,300 | .06 | 189 |
| CHILD | TOTAL | 20,300 | .06 | 188 |
| | 6-11 | 11,600 | .06 | 189 |

## CINCINNATI

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 695,200 | .83 | 28 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,857,900 | .84 | 27 |
| | 18+ | 1,382,700 | .82 | 27 |
| | 18-49 | 894,700 | .83 | 27 |
| | 12-24 | 438,500 | .85 | 27 |
| | 12-34 | 757,000 | .84 | 27 |
| | 18-34 | 566,700 | .83 | 27 |
| WOMEN | TOTAL | 734,000 | .83 | 26 |
| | 18-49 | 456,300 | .84 | 27 |
| | 12-24 | 218,600 | .87 | 25 |
| | 18-34 | 287,100 | .84 | 27 |
| | 25-49 | 330,700 | .83 | 27 |
| | 25-54 | 380,100 | .83 | 27 |
| MEN | TOTAL | 648,700 | .81 | 29 |
| | 18-49 | 438,400 | .82 | 28 |
| | 18-34 | 279,600 | .82 | 28 |
| | 25-49 | 315,800 | .82 | 28 |
| | 25-54 | 360,900 | .82 | 28 |
| TEENS | TOTAL | 190,300 | .87 | 25 |
| CHILD | TOTAL | 284,900 | .88 | 26 |
| | 6-11 | 168,100 | .88 | 27 |

## COLORADO SPRINGS-PUEBLO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 199,500 | .24 | 104 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 530,800 | .24 | 107 |
| | 18+ | 396,900 | .24 | 106 |
| | 18-49 | 271,000 | .25 | 104 |
| | 12-24 | 131,000 | .26 | 110 |
| | 12-34 | 228,200 | .25 | 106 |
| | 18-34 | 176,300 | .26 | 106 |
| WOMEN | TOTAL | 200,900 | .23 | 106 |
| | 18-49 | 131,600 | .24 | 106 |
| | 12-24 | 60,800 | .24 | 111 |
| | 18-34 | 83,200 | .24 | 107 |
| | 25-49 | 96,100 | .24 | 103 |
| | 25-54 | 108,800 | .24 | 104 |
| MEN | TOTAL | 196,000 | .25 | 104 |
| | 18-49 | 139,400 | .26 | 102 |
| | 18-34 | 93,100 | .27 | 104 |
| | 25-49 | 95,800 | .25 | 104 |
| | 25-54 | 107,900 | .24 | 104 |
| TEENS | TOTAL | 51,900 | .24 | 109 |
| CHILD | TOTAL | 82,000 | .25 | 107 |
| | 6-11 | 47,900 | .25 | 108 |

## CHICAGO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 2,999,700 | 3.59 | 3 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 8,120,200 | 3.66 | 3 |
| | 18+ | 6,086,500 | 3.63 | 3 |
| | 18-49 | 3,999,400 | 3.70 | 3 |
| | 12-24 | 1,877,300 | 3.66 | 3 |
| | 12-34 | 3,333,100 | 3.69 | 3 |
| | 18-34 | 2,513,500 | 3.67 | 3 |
| WOMEN | TOTAL | 3,193,200 | 3.63 | 3 |
| | 18-49 | 2,024,500 | 3.72 | 3 |
| | 12-24 | 928,000 | 3.67 | 3 |
| | 18-34 | 1,264,200 | 3.70 | 3 |
| | 25-49 | 1,498,700 | 3.76 | 3 |
| | 25-54 | 1,713,900 | 3.76 | 3 |
| MEN | TOTAL | 2,893,300 | 3.62 | 3 |
| | 18-49 | 1,974,900 | 3.68 | 3 |
| | 18-34 | 1,249,300 | 3.65 | 3 |
| | 25-49 | 1,443,000 | 3.72 | 3 |
| | 25-54 | 1,645,400 | 3.73 | 3 |
| TEENS | TOTAL | 819,600 | 3.75 | 3 |
| CHILD | TOTAL | 1,214,100 | 3.76 | 3 |
| | 6-11 | 714,900 | 3.74 | 3 |

## CLARKSBURG-WESTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 76,300 | .09 | 168 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 207,000 | .09 | 168 |
| | 18+ | 157,200 | .09 | 168 |
| | 18-49 | 92,100 | .09 | 170 |
| | 12-24 | 45,200 | .09 | 173 |
| | 12-34 | 77,800 | .09 | 171 |
| | 18-34 | 58,600 | .09 | 169 |
| WOMEN | TOTAL | 82,700 | .09 | 168 |
| | 18-49 | 46,200 | .08 | 169 |
| | 12-24 | 22,300 | .09 | 173 |
| | 18-34 | 29,100 | .09 | 170 |
| | 25-49 | 33,300 | .08 | 168 |
| | 25-54 | 38,800 | .09 | 168 |
| MEN | TOTAL | 74,500 | .09 | 169 |
| | 18-49 | 45,900 | .09 | 170 |
| | 18-34 | 29,500 | .09 | 170 |
| | 25-49 | 32,800 | .08 | 170 |
| | 25-54 | 37,800 | .09 | 169 |
| TEENS | TOTAL | 19,200 | .09 | 173 |
| CHILD | TOTAL | 30,600 | .09 | 172 |
| | 6-11 | 18,200 | .10 | 172 |

## COLUMBIA, SC

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 247,900 | .30 | 90 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 722,200 | .33 | 86 |
| | 18+ | 534,900 | .32 | 86 |
| | 18-49 | 374,400 | .35 | 78 |
| | 12-24 | 190,400 | .37 | 77 |
| | 12-34 | 325,000 | .36 | 77 |
| | 18-34 | 249,700 | .36 | 77 |
| WOMEN | TOTAL | 279,700 | .32 | 86 |
| | 18-49 | 188,600 | .35 | 78 |
| | 12-24 | 94,000 | .37 | 77 |
| | 18-34 | 124,500 | .36 | 77 |
| | 25-49 | 131,300 | .33 | 81 |
| | 25-54 | 147,800 | .32 | 83 |
| MEN | TOTAL | 255,200 | .32 | 85 |
| | 18-49 | 185,800 | .35 | 79 |
| | 18-34 | 125,200 | .37 | 79 |
| | 25-49 | 128,000 | .33 | 81 |
| | 25-54 | 143,100 | .32 | 82 |
| TEENS | TOTAL | 75,300 | .34 | 82 |
| CHILD | TOTAL | 112,000 | .35 | 84 |
| | 6-11 | 66,900 | .35 | 85 |

## CHICO-REDDING

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 141,000 | .17 | 140 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 348,800 | .16 | 147 |
| | 18+ | 269,800 | .16 | 142 |
| | 18-49 | 164,300 | .15 | 147 |
| | 12-24 | 77,400 | .15 | 150 |
| | 12-34 | 136,700 | .15 | 150 |
| | 18-34 | 104,900 | .15 | 147 |
| WOMEN | TOTAL | 139,200 | .16 | 145 |
| | 18-49 | 82,700 | .15 | 147 |
| | 12-24 | 38,900 | .15 | 149 |
| | 18-34 | 52,500 | .15 | 146 |
| | 25-49 | 59,400 | .15 | 147 |
| | 25-54 | 68,000 | .15 | 147 |
| MEN | TOTAL | 130,600 | .16 | 143 |
| | 18-49 | 81,600 | .15 | 147 |
| | 18-34 | 52,400 | .15 | 146 |
| | 25-49 | 59,300 | .15 | 145 |
| | 25-54 | 67,500 | .15 | 145 |
| TEENS | TOTAL | 31,800 | .15 | 150 |
| CHILD | TOTAL | 47,200 | .15 | 151 |
| | 6-11 | 27,500 | .14 | 150 |

## CLEVELAND (AKRON & CANTON)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,408,900 | 1.69 | 9 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 3,711,400 | 1.67 | 9 |
| | 18+ | 2,799,100 | 1.67 | 9 |
| | 18-49 | 1,755,800 | 1.62 | 11 |
| | 12-24 | 838,400 | 1.63 | 9 |
| | 12-34 | 1,467,600 | 1.63 | 11 |
| | 18-34 | 1,094,300 | 1.60 | 11 |
| WOMEN | TOTAL | 1,483,300 | 1.69 | 9 |
| | 18-49 | 897,800 | 1.65 | 11 |
| | 12-24 | 417,700 | 1.65 | 9 |
| | 18-34 | 554,900 | 1.62 | 11 |
| | 25-49 | 663,200 | 1.66 | 11 |
| | 25-54 | 767,900 | 1.69 | 11 |
| MEN | TOTAL | 1,315,800 | 1.65 | 9 |
| | 18-49 | 858,000 | 1.60 | 11 |
| | 18-34 | 539,400 | 1.57 | 11 |
| | 25-49 | 627,500 | 1.62 | 11 |
| | 25-54 | 724,000 | 1.64 | 11 |
| TEENS | TOTAL | 373,300 | 1.71 | 9 |
| CHILD | TOTAL | 539,000 | 1.67 | 11 |
| | 6-11 | 322,400 | 1.69 | 11 |

## COLUMBIA-JEFFERSON CITY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 142,000 | .17 | 139 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 379,200 | .17 | 140 |
| | 18+ | 293,700 | .18 | 139 |
| | 18-49 | 188,700 | .17 | 133 |
| | 12-24 | 97,400 | .19 | 128 |
| | 12-34 | 162,700 | .18 | 132 |
| | 18-34 | 128,400 | .19 | 129 |
| WOMEN | TOTAL | 151,800 | .17 | 138 |
| | 18-49 | 92,800 | .17 | 136 |
| | 12-24 | 47,700 | .19 | 127 |
| | 18-34 | 62,700 | .18 | 128 |
| | 25-49 | 61,500 | .15 | 141 |
| | 25-54 | 70,400 | .15 | 142 |
| MEN | TOTAL | 141,900 | .18 | 137 |
| | 18-49 | 95,900 | .18 | 131 |
| | 18-34 | 65,700 | .19 | 127 |
| | 25-49 | 64,100 | .17 | 138 |
| | 25-54 | 72,500 | .16 | 138 |
| TEENS | TOTAL | 34,300 | .16 | 146 |
| CHILD | TOTAL | 51,200 | .16 | 148 |
| | 6-11 | 29,500 | .15 | 148 |

# ADI MARKET POPULATION SUMMARY

## COLUMBUS, GA

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 183,300 | .22 | 112 |
| PERSONS | 2+ | 522,200 | .24 | 109 |
| | 18+ | 387,000 | .23 | 110 |
| | 18-49 | 256,500 | .24 | 109 |
| | 12-24 | 140,900 | .27 | 104 |
| | 12-34 | 227,300 | .25 | 107 |
| | 18-34 | 172,800 | .25 | 108 |
| WOMEN | TOTAL | 200,400 | .23 | 107 |
| | 18-49 | 124,800 | .23 | 111 |
| | 12-24 | 63,700 | .25 | 109 |
| | 18-34 | 80,900 | .24 | 110 |
| | 25-49 | 87,200 | .22 | 113 |
| | 25-54 | 100,000 | .22 | 113 |
| MEN | TOTAL | 186,600 | .23 | 110 |
| | 18-49 | 131,700 | .25 | 109 |
| | 18-34 | 91,900 | .27 | 105 |
| | 25-49 | 82,900 | .21 | 112 |
| | 25-54 | 94,400 | .21 | 112 |
| TEENS | TOTAL | 54,500 | .25 | 106 |
| CHILD | TOTAL | 80,700 | .25 | 108 |
| | 6-11 | 47,600 | .25 | 109 |

## CORPUS CHRISTI

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 149,800 | .18 | 136 |
| PERSONS | 2+ | 439,800 | .20 | 121 |
| | 18+ | 311,900 | .19 | 130 |
| | 18-49 | 210,300 | .19 | 121 |
| | 12-24 | 107,700 | .21 | 119 |
| | 12-34 | 183,800 | .20 | 118 |
| | 18-34 | 135,400 | .20 | 122 |
| WOMEN | TOTAL | 161,100 | .18 | 130 |
| | 18-49 | 105,500 | .19 | 122 |
| | 12-24 | 53,200 | .21 | 120 |
| | 18-34 | 67,000 | .20 | 122 |
| | 25-49 | 76,100 | .19 | 121 |
| | 25-54 | 86,900 | .19 | 121 |
| MEN | TOTAL | 150,800 | .19 | 129 |
| | 18-49 | 104,800 | .20 | 122 |
| | 18-34 | 68,400 | .20 | 122 |
| | 25-49 | 74,900 | .19 | 123 |
| | 25-54 | 84,400 | .19 | 124 |
| TEENS | TOTAL | 48,400 | .22 | 114 |
| CHILD | TOTAL | 79,500 | .25 | 109 |
| | 6-11 | 45,800 | .24 | 112 |

## DAYTON (SPRINGFIELD, OH)

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 477,100 | .57 | 49 |
| PERSONS | 2+ | 1,252,500 | .56 | 50 |
| | 18+ | 936,000 | .56 | 52 |
| | 18-49 | 603,900 | .56 | 50 |
| | 12-24 | 285,600 | .56 | 50 |
| | 12-34 | 499,100 | .55 | 50 |
| | 18-34 | 372,200 | .54 | 51 |
| WOMEN | TOTAL | 494,000 | .56 | 52 |
| | 18-49 | 308,400 | .57 | 50 |
| | 12-24 | 142,200 | .56 | 50 |
| | 18-34 | 189,300 | .55 | 51 |
| | 25-49 | 227,900 | .57 | 50 |
| | 25-54 | 262,200 | .58 | 50 |
| MEN | TOTAL | 442,000 | .55 | 51 |
| | 18-49 | 295,500 | .55 | 50 |
| | 18-34 | 182,700 | .53 | 51 |
| | 25-49 | 217,300 | .56 | 50 |
| | 25-54 | 249,400 | .57 | 50 |
| TEENS | TOTAL | 126,900 | .58 | 49 |
| CHILD | TOTAL | 189,600 | .59 | 49 |
| | 6-11 | 113,500 | .59 | 49 |

## COLUMBUS, OH

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 590,800 | .71 | 35 |
| PERSONS | 2+ | 1,554,000 | .70 | 39 |
| | 18+ | 1,170,000 | .70 | 38 |
| | 18-49 | 793,600 | .73 | 34 |
| | 12-24 | 375,800 | .73 | 38 |
| | 12-34 | 662,600 | .73 | 36 |
| | 18-34 | 512,000 | .75 | 35 |
| WOMEN | TOTAL | 611,500 | .70 | 38 |
| | 18-49 | 400,000 | .74 | 34 |
| | 12-24 | 185,500 | .73 | 38 |
| | 18-34 | 256,500 | .75 | 35 |
| | 25-49 | 288,000 | .72 | 34 |
| | 25-54 | 327,900 | .72 | 35 |
| MEN | TOTAL | 558,500 | .70 | 36 |
| | 18-49 | 393,600 | .73 | 35 |
| | 18-34 | 255,500 | .75 | 36 |
| | 25-49 | 280,400 | .72 | 34 |
| | 25-54 | 318,200 | .72 | 34 |
| TEENS | TOTAL | 150,600 | .69 | 40 |
| CHILD | TOTAL | 233,400 | .72 | 38 |
| | 6-11 | 138,400 | .72 | 39 |

## DALLAS-FT. WORTH

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,403,000 | 1.68 | 10 |
| PERSONS | 2+ | 3,635,500 | 1.64 | 10 |
| | 18+ | 2,730,400 | 1.63 | 10 |
| | 18-49 | 1,855,800 | 1.72 | 10 |
| | 12-24 | 832,100 | 1.62 | 11 |
| | 12-34 | 1,519,300 | 1.68 | 10 |
| | 18-34 | 1,169,900 | 1.71 | 10 |
| WOMEN | TOTAL | 1,426,000 | 1.62 | 10 |
| | 18-49 | 933,300 | 1.72 | 9 |
| | 12-24 | 412,800 | 1.63 | 10 |
| | 18-34 | 587,300 | 1.72 | 10 |
| | 25-49 | 691,600 | 1.74 | 9 |
| | 25-54 | 780,000 | 1.71 | 9 |
| MEN | TOTAL | 1,304,400 | 1.63 | 10 |
| | 18-49 | 922,500 | 1.72 | 10 |
| | 18-34 | 582,600 | 1.70 | 10 |
| | 25-49 | 681,500 | 1.76 | 10 |
| | 25-54 | 764,800 | 1.74 | 10 |
| TEENS | TOTAL | 349,400 | 1.60 | 10 |
| CHILD | TOTAL | 555,700 | 1.72 | 9 |
| | 6-11 | 329,700 | 1.73 | 10 |

## DENVER

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 911,600 | 1.09 | 19 |
| PERSONS | 2+ | 2,300,800 | 1.04 | 20 |
| | 18+ | 1,752,900 | 1.04 | 20 |
| | 18-49 | 1,276,600 | 1.18 | 18 |
| | 12-24 | 552,200 | 1.08 | 17 |
| | 12-34 | 1,056,900 | 1.17 | 17 |
| | 18-34 | 843,200 | 1.23 | 16 |
| WOMEN | TOTAL | 891,100 | 1.01 | 20 |
| | 18-49 | 628,700 | 1.16 | 18 |
| | 12-24 | 271,000 | 1.07 | 18 |
| | 18-34 | 413,700 | 1.21 | 16 |
| | 25-49 | 462,300 | 1.16 | 18 |
| | 25-54 | 513,500 | 1.13 | 18 |
| MEN | TOTAL | 861,800 | 1.08 | 19 |
| | 18-49 | 647,900 | 1.21 | 16 |
| | 18-34 | 429,900 | 1.25 | 16 |
| | 25-49 | 475,800 | 1.23 | 16 |
| | 25-54 | 525,300 | 1.19 | 18 |
| TEENS | TOTAL | 213,700 | .98 | 20 |
| CHILD | TOTAL | 334,200 | 1.03 | 18 |
| | 6-11 | 196,200 | 1.03 | 18 |

## COLUMBUS-TUPELO

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 134,200 | .16 | 143 |
| PERSONS | 2+ | 384,500 | .17 | 139 |
| | 18+ | 281,400 | .17 | 140 |
| | 18-49 | 178,000 | .16 | 138 |
| | 12-24 | 94,300 | .18 | 133 |
| | 12-34 | 153,900 | .17 | 138 |
| | 18-34 | 113,600 | .17 | 138 |
| WOMEN | TOTAL | 149,200 | .17 | 140 |
| | 18-49 | 90,200 | .17 | 138 |
| | 12-24 | 46,400 | .18 | 131 |
| | 18-34 | 56,800 | .17 | 138 |
| | 25-49 | 63,300 | .16 | 140 |
| | 25-54 | 72,800 | .16 | 140 |
| MEN | TOTAL | 132,200 | .17 | 141 |
| | 18-49 | 87,800 | .16 | 141 |
| | 18-34 | 56,800 | .17 | 139 |
| | 25-49 | 60,700 | .16 | 142 |
| | 25-54 | 69,300 | .16 | 142 |
| TEENS | TOTAL | 40,300 | .18 | 133 |
| CHILD | TOTAL | 62,800 | .19 | 129 |
| | 6-11 | 37,000 | .19 | 128 |

## DAVENPORT-ROCK ISLAND-MOLINE/QUAD CITY

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 331,200 | .40 | 73 |
| PERSONS | 2+ | 875,700 | .39 | 71 |
| | 18+ | 652,400 | .39 | 74 |
| | 18-49 | 405,900 | .38 | 74 |
| | 12-24 | 197,600 | .39 | 74 |
| | 12-34 | 344,200 | .38 | 74 |
| | 18-34 | 254,100 | .37 | 76 |
| WOMEN | TOTAL | 340,600 | .39 | 74 |
| | 18-49 | 202,600 | .37 | 75 |
| | 12-24 | 97,400 | .39 | 74 |
| | 18-34 | 126,200 | .37 | 75 |
| | 25-49 | 148,900 | .37 | 71 |
| | 25-54 | 171,200 | .38 | 71 |
| MEN | TOTAL | 311,800 | .39 | 73 |
| | 18-49 | 203,300 | .38 | 74 |
| | 18-34 | 127,900 | .37 | 77 |
| | 25-49 | 149,500 | .39 | 72 |
| | 25-54 | 170,400 | .39 | 71 |
| TEENS | TOTAL | 90,100 | .41 | 70 |
| CHILD | TOTAL | 133,200 | .41 | 69 |
| | 6-11 | 76,600 | .40 | 70 |

## DES MOINES

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 367,500 | .44 | 65 |
| PERSONS | 2+ | 943,000 | .42 | 68 |
| | 18+ | 722,900 | .43 | 66 |
| | 18-49 | 445,700 | .41 | 67 |
| | 12-24 | 218,000 | .42 | 68 |
| | 12-34 | 375,600 | .42 | 68 |
| | 18-34 | 287,800 | .42 | 67 |
| WOMEN | TOTAL | 380,700 | .43 | 66 |
| | 18-49 | 223,400 | .41 | 68 |
| | 12-24 | 107,000 | .42 | 68 |
| | 18-34 | 143,100 | .42 | 67 |
| | 25-49 | 158,900 | .40 | 68 |
| | 25-54 | 182,700 | .40 | 68 |
| MEN | TOTAL | 342,200 | .43 | 67 |
| | 18-49 | 222,300 | .41 | 67 |
| | 18-34 | 144,700 | .42 | 67 |
| | 25-49 | 156,600 | .40 | 68 |
| | 25-54 | 178,500 | .41 | 68 |
| TEENS | TOTAL | 87,800 | .40 | 71 |
| CHILD | TOTAL | 132,300 | .41 | 70 |
| | 6-11 | 76,900 | .40 | 69 |

# ADI MARKET POPULATION SUMMARY

## DETROIT (ANN ARBOR)

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,674,800 | 2.01 | 7 |
| PERSONS | 2+ | 4,537,700 | 2.04 | 7 |
| | 18+ | 3,373,900 | 2.01 | 7 |
| | 18-49 | 2,235,200 | 2.07 | 7 |
| | 12-24 | 1,075,100 | 2.09 | 6 |
| | 12-34 | 1,893,000 | 2.10 | 7 |
| | 18-34 | 1,417,800 | 2.07 | 7 |
| WOMEN | TOTAL | 1,768,700 | 2.01 | 7 |
| | 18-49 | 1,136,900 | 2.09 | 7 |
| | 12-24 | 535,300 | 2.12 | 6 |
| | 18-34 | 718,000 | 2.10 | 7 |
| | 25-49 | 834,700 | 2.10 | 7 |
| | 25-54 | 957,900 | 2.10 | 7 |
| MEN | TOTAL | 1,605,200 | 2.01 | 7 |
| | 18-49 | 1,098,300 | 2.05 | 7 |
| | 18-34 | 699,800 | 2.04 | 7 |
| | 25-49 | 800,600 | 2.07 | 7 |
| | 25-54 | 914,600 | 2.08 | 7 |
| TEENS | TOTAL | 475,200 | 2.18 | 6 |
| CHILD | TOTAL | 688,600 | 2.13 | 5 |
| | 6-11 | 418,700 | 2.19 | 5 |

## EL CENTRO-YUMA

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 60,200 | .07 | 178 |
| PERSONS | 2+ | 177,900 | .08 | 175 |
| | 18+ | 126,100 | .08 | 177 |
| | 18-49 | 81,700 | .08 | 176 |
| | 12-24 | 43,700 | .09 | 175 |
| | 12-34 | 71,800 | .08 | 175 |
| | 18-34 | 52,100 | .08 | 178 |
| WOMEN | TOTAL | 62,600 | .07 | 178 |
| | 18-49 | 40,500 | .07 | 176 |
| | 12-24 | 20,900 | .08 | 174 |
| | 18-34 | 25,300 | .07 | 176 |
| | 25-49 | 29,400 | .07 | 175 |
| | 25-54 | 33,400 | .07 | 176 |
| MEN | TOTAL | 63,500 | .08 | 176 |
| | 18-49 | 41,200 | .08 | 177 |
| | 18-34 | 26,800 | .08 | 177 |
| | 25-49 | 28,300 | .07 | 177 |
| | 25-54 | 32,400 | .07 | 176 |
| TEENS | TOTAL | 19,700 | .09 | 172 |
| CHILD | TOTAL | 32,100 | .10 | 169 |
| | 6-11 | 18,500 | .10 | 169 |

## ERIE

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 132,600 | .16 | 144 |
| PERSONS | 2+ | 357,100 | .16 | 146 |
| | 18+ | 267,000 | .16 | 144 |
| | 18-49 | 166,100 | .15 | 145 |
| | 12-24 | 84,500 | .16 | 145 |
| | 12-34 | 143,100 | .16 | 145 |
| | 18-34 | 107,200 | .16 | 145 |
| WOMEN | TOTAL | 141,100 | .16 | 143 |
| | 18-49 | 84,600 | .16 | 143 |
| | 12-24 | 42,300 | .17 | 142 |
| | 18-34 | 54,300 | .16 | 144 |
| | 25-49 | 59,900 | .15 | 145 |
| | 25-54 | 69,600 | .15 | 144 |
| MEN | TOTAL | 125,900 | .16 | 146 |
| | 18-49 | 81,500 | .15 | 148 |
| | 18-34 | 52,900 | .15 | 145 |
| | 25-49 | 57,600 | .15 | 150 |
| | 25-54 | 66,500 | .15 | 147 |
| TEENS | TOTAL | 35,900 | .16 | 144 |
| CHILD | TOTAL | 54,200 | .17 | 144 |
| | 6-11 | 32,200 | .17 | 143 |

## DOTHAN

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 95,500 | .11 | 159 |
| PERSONS | 2+ | 266,300 | .12 | 159 |
| | 18+ | 195,500 | .12 | 159 |
| | 18-49 | 124,600 | .12 | 160 |
| | 12-24 | 60,800 | .12 | 161 |
| | 12-34 | 104,700 | .12 | 161 |
| | 18-34 | 77,300 | .11 | 162 |
| WOMEN | TOTAL | 102,200 | .12 | 159 |
| | 18-49 | 62,100 | .11 | 160 |
| | 12-24 | 29,000 | .11 | 163 |
| | 18-34 | 37,700 | .11 | 162 |
| | 25-49 | 46,300 | .12 | 157 |
| | 25-54 | 53,100 | .12 | 157 |
| MEN | TOTAL | 93,300 | .12 | 161 |
| | 18-49 | 62,500 | .12 | 160 |
| | 18-34 | 39,600 | .12 | 161 |
| | 25-49 | 44,900 | .12 | 158 |
| | 25-54 | 51,300 | .12 | 158 |
| TEENS | TOTAL | 27,400 | .13 | 158 |
| CHILD | TOTAL | 43,400 | .13 | 156 |
| | 6-11 | 26,000 | .14 | 154 |

## EL PASO

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 194,400 | .23 | 106 |
| PERSONS | 2+ | 608,600 | .27 | 98 |
| | 18+ | 423,200 | .25 | 101 |
| | 18-49 | 303,900 | .28 | 97 |
| | 12-24 | 162,800 | .32 | 89 |
| | 12-34 | 267,700 | .30 | 95 |
| | 18-34 | 198,900 | .29 | 97 |
| WOMEN | TOTAL | 219,500 | .25 | 102 |
| | 18-49 | 154,400 | .28 | 96 |
| | 12-24 | 79,000 | .31 | 89 |
| | 18-34 | 98,600 | .29 | 93 |
| | 25-49 | 109,200 | .27 | 94 |
| | 25-54 | 123,400 | .27 | 94 |
| MEN | TOTAL | 203,700 | .25 | 100 |
| | 18-49 | 149,500 | .28 | 98 |
| | 18-34 | 100,300 | .29 | 96 |
| | 25-49 | 100,700 | .26 | 98 |
| | 25-54 | 113,500 | .26 | 99 |
| TEENS | TOTAL | 68,800 | .31 | 88 |
| CHILD | TOTAL | 116,600 | .36 | 82 |
| | 6-11 | 68,300 | .36 | 83 |

## EUGENE

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 167,300 | .20 | 122 |
| PERSONS | 2+ | 419,800 | .19 | 127 |
| | 18+ | 319,400 | .19 | 124 |
| | 18-49 | 215,400 | .20 | 120 |
| | 12-24 | 96,000 | .19 | 129 |
| | 12-34 | 180,300 | .20 | 121 |
| | 18-34 | 141,500 | .21 | 117 |
| WOMEN | TOTAL | 163,200 | .19 | 128 |
| | 18-49 | 107,600 | .20 | 119 |
| | 12-24 | 47,600 | .19 | 128 |
| | 18-34 | 70,500 | .21 | 118 |
| | 25-49 | 78,800 | .20 | 117 |
| | 25-54 | 88,400 | .19 | 119 |
| MEN | TOTAL | 156,200 | .20 | 123 |
| | 18-49 | 107,800 | .20 | 118 |
| | 18-34 | 71,000 | .21 | 119 |
| | 25-49 | 79,400 | .20 | 118 |
| | 25-54 | 88,700 | .20 | 119 |
| TEENS | TOTAL | 38,800 | .18 | 137 |
| CHILD | TOTAL | 61,600 | .19 | 134 |
| | 6-11 | 35,400 | .19 | 134 |

## DULUTH-SUPERIOR

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 177,100 | .21 | 114 |
| PERSONS | 2+ | 480,400 | .21 | 117 |
| | 18+ | 348,500 | .21 | 116 |
| | 18-49 | 205,100 | .19 | 125 |
| | 12-24 | 102,300 | .20 | 123 |
| | 12-34 | 177,000 | .20 | 123 |
| | 18-34 | 131,500 | .19 | 124 |
| WOMEN | TOTAL | 178,800 | .20 | 118 |
| | 18-49 | 100,900 | .19 | 126 |
| | 12-24 | 50,000 | .20 | 123 |
| | 18-34 | 64,100 | .19 | 126 |
| | 25-49 | 73,000 | .18 | 126 |
| | 25-54 | 84,600 | .19 | 124 |
| MEN | TOTAL | 169,700 | .21 | 115 |
| | 18-49 | 104,200 | .19 | 124 |
| | 18-34 | 67,400 | .20 | 123 |
| | 25-49 | 75,300 | .19 | 121 |
| | 25-54 | 86,600 | .20 | 120 |
| TEENS | TOTAL | 45,500 | .21 | 118 |
| CHILD | TOTAL | 66,400 | .21 | 124 |
| | 6-11 | 38,500 | .20 | 124 |

## ELMIRA

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 83,600 | .10 | 164 |
| PERSONS | 2+ | 224,000 | .10 | 164 |
| | 18+ | 167,300 | .10 | 164 |
| | 18-49 | 100,500 | .09 | 166 |
| | 12-24 | 50,800 | .10 | 167 |
| | 12-34 | 85,700 | .09 | 166 |
| | 18-34 | 62,100 | .09 | 167 |
| WOMEN | TOTAL | 87,900 | .10 | 164 |
| | 18-49 | 50,600 | .09 | 165 |
| | 12-24 | 25,000 | .10 | 167 |
| | 18-34 | 31,000 | .09 | 167 |
| | 25-49 | 37,200 | .09 | 164 |
| | 25-54 | 43,400 | .10 | 164 |
| MEN | TOTAL | 79,400 | .10 | 165 |
| | 18-49 | 49,900 | .09 | 167 |
| | 18-34 | 31,100 | .09 | 167 |
| | 25-49 | 36,100 | .09 | 165 |
| | 25-54 | 41,700 | .09 | 165 |
| TEENS | TOTAL | 23,600 | .11 | 166 |
| CHILD | TOTAL | 33,100 | .10 | 167 |
| | 6-11 | 19,900 | .10 | 167 |

## EUREKA

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 56,800 | .07 | 181 |
| PERSONS | 2+ | 138,600 | .06 | 185 |
| | 18+ | 108,300 | .06 | 184 |
| | 18-49 | 70,900 | .07 | 184 |
| | 12-24 | 32,000 | .06 | 186 |
| | 12-34 | 59,300 | .07 | 185 |
| | 18-34 | 47,500 | .07 | 183 |
| WOMEN | TOTAL | 54,300 | .06 | 186 |
| | 18-49 | 34,700 | .06 | 183 |
| | 12-24 | 15,700 | .06 | 187 |
| | 18-34 | 23,100 | .07 | 184 |
| | 25-49 | 24,800 | .06 | 184 |
| | 25-54 | 28,100 | .06 | 185 |
| MEN | TOTAL | 54,000 | .07 | 183 |
| | 18-49 | 36,200 | .07 | 183 |
| | 18-34 | 24,400 | .07 | 181 |
| | 25-49 | 25,900 | .07 | 181 |
| | 25-54 | 29,000 | .07 | 182 |
| TEENS | TOTAL | 11,800 | .05 | 190 |
| CHILD | TOTAL | 18,500 | .06 | 190 |
| | 6-11 | 10,500 | .05 | 191 |

# ADI MARKET POPULATION SUMMARY

## EVANSVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 259,700 | .31 | 88 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 688,600 | .31 | 88 |
| | 18+ | 517,800 | .31 | 88 |
| | 18-49 | 318,600 | .29 | 93 |
| | 12-24 | 154,800 | .30 | 95 |
| | 12-34 | 268,200 | .30 | 94 |
| | 18-34 | 199,700 | .29 | 95 |
| WOMEN | TOTAL | 273,200 | .31 | 87 |
| | 18-49 | 160,400 | .29 | 91 |
| | 12-24 | 76,100 | .30 | 94 |
| | 18-34 | 99,700 | .29 | 92 |
| | 25-49 | 117,600 | .30 | 90 |
| | 25-54 | 135,500 | .30 | 88 |
| MEN | TOTAL | 244,600 | .31 | 90 |
| | 18-49 | 158,200 | .29 | 95 |
| | 18-34 | 100,000 | .29 | 97 |
| | 25-49 | 114,700 | .30 | 91 |
| | 25-54 | 131,000 | .30 | 90 |
| TEENS | TOTAL | 68,500 | .31 | 89 |
| CHILD | TOTAL | 102,300 | .32 | 89 |
| | 6-11 | 59,900 | .31 | 90 |

## FLINT-SAGINAW-BAY CITY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 453,900 | .54 | 53 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,254,400 | .57 | 49 |
| | 18+ | 908,300 | .54 | 53 |
| | 18-49 | 602,600 | .56 | 51 |
| | 12-24 | 311,900 | .61 | 47 |
| | 12-34 | 522,200 | .58 | 47 |
| | 18-34 | 381,300 | .56 | 49 |
| WOMEN | TOTAL | 474,800 | .54 | 55 |
| | 18-49 | 307,300 | .56 | 51 |
| | 12-24 | 156,000 | .62 | 47 |
| | 18-34 | 194,600 | .57 | 48 |
| | 25-49 | 220,300 | .55 | 52 |
| | 25-54 | 252,400 | .55 | 51 |
| MEN | TOTAL | 433,500 | .54 | 53 |
| | 18-49 | 295,300 | .55 | 51 |
| | 18-34 | 186,700 | .55 | 49 |
| | 25-49 | 211,300 | .55 | 52 |
| | 25-54 | 242,100 | .55 | 51 |
| TEENS | TOTAL | 140,900 | .64 | 45 |
| CHILD | TOTAL | 205,200 | .63 | 45 |
| | 6-11 | 122,800 | .64 | 43 |

## FT. SMITH

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 129,200 | .15 | 148 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 344,400 | .16 | 149 |
| | 18+ | 258,900 | .15 | 149 |
| | 18-49 | 163,700 | .15 | 148 |
| | 12-24 | 80,800 | .16 | 146 |
| | 12-34 | 137,100 | .15 | 149 |
| | 18-34 | 103,200 | .15 | 148 |
| WOMEN | TOTAL | 134,300 | .15 | 148 |
| | 18-49 | 81,600 | .15 | 150 |
| | 12-24 | 38,700 | .15 | 150 |
| | 18-34 | 50,800 | .15 | 150 |
| | 25-49 | 59,000 | .15 | 149 |
| | 25-54 | 67,100 | .15 | 150 |
| MEN | TOTAL | 124,600 | .16 | 147 |
| | 18-49 | 82,100 | .15 | 145 |
| | 18-34 | 52,400 | .15 | 146 |
| | 25-49 | 57,800 | .15 | 149 |
| | 25-54 | 65,900 | .15 | 149 |
| TEENS | TOTAL | 33,900 | .16 | 148 |
| CHILD | TOTAL | 51,600 | .16 | 147 |
| | 6-11 | 30,400 | .16 | 147 |

## FARGO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 192,500 | .23 | 108 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 517,900 | .23 | 111 |
| | 18+ | 392,600 | .23 | 108 |
| | 18-49 | 246,400 | .23 | 111 |
| | 12-24 | 130,300 | .25 | 111 |
| | 12-34 | 216,000 | .24 | 111 |
| | 18-34 | 166,900 | .24 | 109 |
| WOMEN | TOTAL | 198,000 | .23 | 109 |
| | 18-49 | 119,500 | .22 | 114 |
| | 12-24 | 62,900 | .25 | 110 |
| | 18-34 | 80,100 | .23 | 112 |
| | 25-49 | 80,200 | .20 | 115 |
| | 25-54 | 92,400 | .20 | 114 |
| MEN | TOTAL | 194,600 | .24 | 106 |
| | 18-49 | 126,900 | .24 | 110 |
| | 18-34 | 86,800 | .25 | 109 |
| | 25-49 | 85,000 | .22 | 111 |
| | 25-54 | 96,600 | .22 | 111 |
| TEENS | TOTAL | 49,100 | .22 | 113 |
| CHILD | TOTAL | 76,200 | .24 | 113 |
| | 6-11 | 43,600 | .23 | 113 |

## FLORENCE, SC

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 129,300 | .15 | 147 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 371,500 | .17 | 141 |
| | 18+ | 266,300 | .16 | 146 |
| | 18-49 | 177,000 | .16 | 139 |
| | 12-24 | 88,600 | .17 | 140 |
| | 12-34 | 153,800 | .17 | 139 |
| | 18-34 | 112,200 | .16 | 140 |
| WOMEN | TOTAL | 143,100 | .16 | 142 |
| | 18-49 | 91,500 | .17 | 137 |
| | 12-24 | 44,500 | .18 | 136 |
| | 18-34 | 57,500 | .17 | 137 |
| | 25-49 | 67,500 | .17 | 135 |
| | 25-54 | 76,800 | .17 | 136 |
| MEN | TOTAL | 123,200 | .15 | 148 |
| | 18-49 | 85,500 | .16 | 143 |
| | 18-34 | 54,700 | .16 | 143 |
| | 25-49 | 62,500 | .16 | 140 |
| | 25-54 | 70,500 | .16 | 141 |
| TEENS | TOTAL | 41,600 | .19 | 128 |
| CHILD | TOTAL | 63,600 | .20 | 128 |
| | 6-11 | 36,600 | .19 | 129 |

## FT. WAYNE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 240,700 | .29 | 93 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 652,800 | .29 | 93 |
| | 18+ | 478,200 | .28 | 95 |
| | 18-49 | 309,100 | .29 | 96 |
| | 12-24 | 150,700 | .29 | 98 |
| | 12-34 | 263,900 | .29 | 97 |
| | 18-34 | 195,900 | .29 | 98 |
| WOMEN | TOTAL | 250,300 | .28 | 95 |
| | 18-49 | 155,100 | .29 | 94 |
| | 12-24 | 74,700 | .30 | 97 |
| | 18-34 | 97,800 | .29 | 95 |
| | 25-49 | 114,000 | .29 | 92 |
| | 25-54 | 130,400 | .29 | 92 |
| MEN | TOTAL | 227,900 | .29 | 96 |
| | 18-49 | 154,000 | .29 | 96 |
| | 18-34 | 98,100 | .29 | 99 |
| | 25-49 | 112,400 | .29 | 92 |
| | 25-54 | 127,600 | .29 | 93 |
| TEENS | TOTAL | 68,000 | .31 | 90 |
| CHILD | TOTAL | 106,600 | .33 | 87 |
| | 6-11 | 62,300 | .33 | 87 |

## FARMINGTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 27,600 | .03 | 202 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 80,900 | .04 | 201 |
| | 18+ | 54,600 | .03 | 202 |
| | 18-49 | 40,700 | .04 | 199 |
| | 12-24 | 21,500 | .04 | 199 |
| | 12-34 | 36,500 | .04 | 199 |
| | 18-34 | 26,700 | .04 | 199 |
| WOMEN | TOTAL | 27,600 | .03 | 202 |
| | 18-49 | 20,200 | .04 | 199 |
| | 12-24 | 10,600 | .04 | 199 |
| | 18-34 | 13,200 | .04 | 199 |
| | 25-49 | 14,400 | .04 | 198 |
| | 25-54 | 16,100 | .04 | 199 |
| MEN | TOTAL | 27,000 | .03 | 202 |
| | 18-49 | 20,500 | .04 | 199 |
| | 18-34 | 13,500 | .04 | 199 |
| | 25-49 | 14,600 | .04 | 198 |
| | 25-54 | 16,200 | .04 | 199 |
| TEENS | TOTAL | 9,800 | .04 | 195 |
| CHILD | TOTAL | 16,500 | .05 | 194 |
| | 6-11 | 9,000 | .05 | 195 |

## FT. MYERS-NAPLES

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 173,900 | .21 | 117 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 410,500 | .18 | 134 |
| | 18+ | 333,200 | .20 | 120 |
| | 18-49 | 150,500 | .14 | 152 |
| | 12-24 | 68,700 | .13 | 156 |
| | 12-34 | 121,700 | .13 | 154 |
| | 18-34 | 89,900 | .13 | 154 |
| WOMEN | TOTAL | 174,600 | .20 | 120 |
| | 18-49 | 76,200 | .14 | 151 |
| | 12-24 | 33,900 | .13 | 155 |
| | 18-34 | 44,900 | .13 | 154 |
| | 25-49 | 57,900 | .15 | 150 |
| | 25-54 | 69,100 | .15 | 145 |
| MEN | TOTAL | 158,600 | .20 | 121 |
| | 18-49 | 74,300 | .14 | 152 |
| | 18-34 | 45,000 | .13 | 155 |
| | 25-49 | 55,700 | .14 | 152 |
| | 25-54 | 65,400 | .15 | 150 |
| TEENS | TOTAL | 31,800 | .15 | 150 |
| CHILD | TOTAL | 45,500 | .14 | 152 |
| | 6-11 | 27,500 | .14 | 150 |

## FRESNO (HANFORD & VISALIA)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 372,700 | .45 | 63 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,032,600 | .47 | 62 |
| | 18+ | 754,700 | .45 | 64 |
| | 18-49 | 502,000 | .46 | 61 |
| | 12-24 | 248,200 | .48 | 61 |
| | 12-34 | 432,300 | .48 | 60 |
| | 18-34 | 325,600 | .48 | 60 |
| WOMEN | TOTAL | 385,800 | .44 | 65 |
| | 18-49 | 248,800 | .46 | 62 |
| | 12-24 | 120,500 | .48 | 61 |
| | 18-34 | 159,500 | .47 | 61 |
| | 25-49 | 180,100 | .45 | 63 |
| | 25-54 | 204,700 | .45 | 62 |
| MEN | TOTAL | 368,900 | .46 | 62 |
| | 18-49 | 253,200 | .47 | 61 |
| | 18-34 | 166,100 | .48 | 59 |
| | 25-49 | 180,400 | .47 | 61 |
| | 25-54 | 203,400 | .46 | 62 |
| TEENS | TOTAL | 106,700 | .49 | 61 |
| CHILD | TOTAL | 171,200 | .53 | 56 |
| | 6-11 | 96,500 | .51 | 60 |

# ADI MARKET POPULATION SUMMARY

## GAINESVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 73,800 | .09 | 170 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 191,500 | .09 | 172 |
| | 18+ | 151,200 | .09 | 170 |
| | 18-49 | 112,100 | .10 | 163 |
| | 12-24 | 61,000 | .12 | 160 |
| | 12-34 | 99,400 | .11 | 162 |
| | 18-34 | 83,500 | .12 | 159 |
| WOMEN | TOTAL | 76,100 | .09 | 172 |
| | 18-49 | 54,700 | .10 | 164 |
| | 12-24 | 29,200 | .12 | 162 |
| | 18-34 | 40,100 | .12 | 158 |
| | 25-49 | 33,200 | .08 | 169 |
| | 25-54 | 37,200 | .08 | 172 |
| MEN | TOTAL | 75,100 | .09 | 168 |
| | 18-49 | 57,400 | .11 | 163 |
| | 18-34 | 43,400 | .13 | 158 |
| | 25-49 | 33,800 | .09 | 167 |
| | 25-54 | 37,300 | .09 | 170 |
| TEENS | TOTAL | 15,900 | .07 | 179 |
| CHILD | TOTAL | 24,400 | .08 | 181 |
| | 6-11 | 14,300 | .07 | 180 |

## GRAND RAPIDS-KALAMAZOO-BATTLE CREEK

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 578,100 | .69 | 37 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,568,100 | .71 | 38 |
| | 18+ | 1,161,900 | .69 | 39 |
| | 18-49 | 766,600 | .71 | 37 |
| | 12-24 | 387,500 | .76 | 37 |
| | 12-34 | 660,600 | .73 | 37 |
| | 18-34 | 498,600 | .73 | 36 |
| WOMEN | TOTAL | 605,600 | .69 | 40 |
| | 18-49 | 385,900 | .71 | 38 |
| | 12-24 | 190,700 | .75 | 37 |
| | 18-34 | 249,400 | .73 | 36 |
| | 25-49 | 274,100 | .69 | 38 |
| | 25-54 | 313,700 | .69 | 38 |
| MEN | TOTAL | 556,300 | .70 | 37 |
| | 18-49 | 380,700 | .71 | 37 |
| | 18-34 | 249,200 | .73 | 37 |
| | 25-49 | 267,000 | .69 | 38 |
| | 25-54 | 304,000 | .69 | 38 |
| TEENS | TOTAL | 162,000 | .74 | 35 |
| CHILD | TOTAL | 244,200 | .76 | 36 |
| | 6-11 | 143,400 | .75 | 36 |

## GREENSBORO-WINSTON SALEM-HIGH POINT

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 468,800 | .56 | 51 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,233,100 | .56 | 53 |
| | 18+ | 937,800 | .56 | 51 |
| | 18-49 | 608,900 | .56 | 49 |
| | 12-24 | 276,700 | .54 | 53 |
| | 12-34 | 491,700 | .54 | 52 |
| | 18-34 | 370,000 | .54 | 52 |
| WOMEN | TOTAL | 498,800 | .57 | 51 |
| | 18-49 | 312,200 | .57 | 49 |
| | 12-24 | 139,200 | .55 | 52 |
| | 18-34 | 189,000 | .55 | 52 |
| | 25-49 | 232,900 | .58 | 48 |
| | 25-54 | 267,400 | .59 | 48 |
| MEN | TOTAL | 439,000 | .55 | 52 |
| | 18-49 | 296,700 | .55 | 49 |
| | 18-34 | 181,000 | .53 | 52 |
| | 25-49 | 221,000 | .57 | 48 |
| | 25-54 | 252,000 | .57 | 48 |
| TEENS | TOTAL | 121,700 | .56 | 52 |
| CHILD | TOTAL | 173,600 | .54 | 54 |
| | 6-11 | 107,200 | .56 | 54 |

## GLENDIVE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 6,100 | .01 | 210 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 16,800 | .01 | 210 |
| | 18+ | 12,300 | .01 | 210 |
| | 18-49 | 8,000 | .01 | 210 |
| | 12-24 | 3,900 | .01 | 210 |
| | 12-34 | 6,800 | .01 | 210 |
| | 18-34 | 5,100 | .01 | 210 |
| WOMEN | TOTAL | 6,100 | .01 | 210 |
| | 18-49 | 3,800 | .01 | 210 |
| | 12-24 | 1,800 | .01 | 210 |
| | 18-34 | 2,400 | .01 | 210 |
| | 25-49 | 2,800 | .01 | 210 |
| | 25-54 | 3,200 | .01 | 210 |
| MEN | TOTAL | 6,200 | .01 | 210 |
| | 18-49 | 4,200 | .01 | 210 |
| | 18-34 | 2,700 | .01 | 210 |
| | 25-49 | 3,000 | .01 | 210 |
| | 25-54 | 3,300 | .01 | 210 |
| TEENS | TOTAL | 1,700 | .01 | 210 |
| CHILD | TOTAL | 2,800 | .01 | 210 |
| | 6-11 | 1,400 | .01 | 210 |

## GREAT FALLS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 63,200 | .08 | 177 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 169,300 | .08 | 177 |
| | 18+ | 125,100 | .07 | 178 |
| | 18-49 | 80,500 | .07 | 177 |
| | 12-24 | 39,400 | .08 | 179 |
| | 12-34 | 67,900 | .08 | 177 |
| | 18-34 | 50,400 | .07 | 179 |
| WOMEN | TOTAL | 63,100 | .07 | 177 |
| | 18-49 | 39,400 | .07 | 178 |
| | 12-24 | 18,700 | .07 | 180 |
| | 18-34 | 24,300 | .07 | 180 |
| | 25-49 | 29,100 | .07 | 177 |
| | 25-54 | 33,200 | .07 | 177 |
| MEN | TOTAL | 62,000 | .08 | 178 |
| | 18-49 | 41,100 | .08 | 178 |
| | 18-34 | 26,100 | .08 | 179 |
| | 25-49 | 29,500 | .08 | 174 |
| | 25-54 | 33,500 | .08 | 174 |
| TEENS | TOTAL | 17,500 | .08 | 174 |
| CHILD | TOTAL | 26,700 | .08 | 175 |
| | 6-11 | 14,800 | .08 | 178 |

## GREENVILLE-NEW BERN-WASHINGTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 211,400 | .25 | 100 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 611,700 | .28 | 97 |
| | 18+ | 458,800 | .27 | 98 |
| | 18-49 | 316,500 | .29 | 94 |
| | 12-24 | 171,700 | .33 | 85 |
| | 12-34 | 275,800 | .31 | 92 |
| | 18-34 | 216,400 | .32 | 88 |
| WOMEN | TOTAL | 229,400 | .26 | 98 |
| | 18-49 | 148,400 | .27 | 98 |
| | 12-24 | 74,500 | .29 | 98 |
| | 18-34 | 96,300 | .28 | 99 |
| | 25-49 | 103,300 | .26 | 98 |
| | 25-54 | 117,900 | .26 | 98 |
| MEN | TOTAL | 229,400 | .29 | 95 |
| | 18-49 | 168,100 | .31 | 87 |
| | 18-34 | 120,100 | .35 | 81 |
| | 25-49 | 100,900 | .26 | 96 |
| | 25-54 | 113,600 | .26 | 98 |
| TEENS | TOTAL | 59,400 | .27 | 99 |
| CHILD | TOTAL | 93,500 | .29 | 96 |
| | 6-11 | 53,900 | .28 | 97 |

## GRAND JUNCTION

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 52,500 | .06 | 186 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 138,200 | .06 | 186 |
| | 18+ | 103,800 | .06 | 187 |
| | 18-49 | 67,200 | .06 | 186 |
| | 12-24 | 29,700 | .06 | 189 |
| | 12-34 | 55,700 | .06 | 188 |
| | 18-34 | 42,600 | .06 | 186 |
| WOMEN | TOTAL | 53,000 | .06 | 187 |
| | 18-49 | 33,200 | .06 | 188 |
| | 12-24 | 14,600 | .06 | 189 |
| | 18-34 | 21,000 | .06 | 187 |
| | 25-49 | 25,000 | .06 | 182 |
| | 25-54 | 28,300 | .06 | 184 |
| MEN | TOTAL | 50,800 | .06 | 186 |
| | 18-49 | 34,000 | .06 | 186 |
| | 18-34 | 21,600 | .06 | 186 |
| | 25-49 | 25,600 | .07 | 183 |
| | 25-54 | 28,900 | .07 | 183 |
| TEENS | TOTAL | 13,100 | .06 | 186 |
| CHILD | TOTAL | 21,300 | .07 | 186 |
| | 6-11 | 12,200 | .06 | 186 |

## GREEN BAY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 351,300 | .42 | 69 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 956,000 | .43 | 67 |
| | 18+ | 705,700 | .42 | 69 |
| | 18-49 | 439,300 | .41 | 69 |
| | 12-24 | 228,000 | .44 | 67 |
| | 12-34 | 385,700 | .43 | 67 |
| | 18-34 | 280,400 | .41 | 70 |
| WOMEN | TOTAL | 365,800 | .42 | 69 |
| | 18-49 | 218,600 | .40 | 69 |
| | 12-24 | 112,500 | .45 | 67 |
| | 18-34 | 139,000 | .41 | 69 |
| | 25-49 | 157,400 | .40 | 69 |
| | 25-54 | 180,700 | .40 | 69 |
| MEN | TOTAL | 339,900 | .43 | 68 |
| | 18-49 | 220,700 | .41 | 68 |
| | 18-34 | 141,400 | .41 | 69 |
| | 25-49 | 159,200 | .41 | 67 |
| | 25-54 | 181,500 | .41 | 67 |
| TEENS | TOTAL | 105,300 | .48 | 62 |
| CHILD | TOTAL | 145,000 | .45 | 65 |
| | 6-11 | 84,600 | .44 | 64 |

## GREENVILLE-SPARTANBURG-ASHEVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 576,000 | .69 | 39 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,550,500 | .70 | 40 |
| | 18+ | 1,173,500 | .70 | 37 |
| | 18-49 | 741,700 | .69 | 39 |
| | 12-24 | 345,200 | .67 | 41 |
| | 12-34 | 604,300 | .67 | 40 |
| | 18-34 | 452,400 | .66 | 40 |
| WOMEN | TOTAL | 622,400 | .71 | 36 |
| | 18-49 | 375,800 | .69 | 39 |
| | 12-24 | 170,100 | .67 | 40 |
| | 18-34 | 227,500 | .67 | 39 |
| | 25-49 | 279,800 | .70 | 37 |
| | 25-54 | 321,300 | .71 | 37 |
| MEN | TOTAL | 551,100 | .69 | 38 |
| | 18-49 | 365,900 | .68 | 40 |
| | 18-34 | 224,900 | .66 | 41 |
| | 25-49 | 268,600 | .69 | 37 |
| | 25-54 | 305,500 | .69 | 37 |
| TEENS | TOTAL | 151,900 | .70 | 39 |
| CHILD | TOTAL | 225,100 | .70 | 41 |
| | 6-11 | 136,800 | .72 | 40 |

# ADI MARKET POPULATION SUMMARY

## GREENWOOD-GREENVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 67,400 | .08 | 175 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 206,200 | .09 | 169 |
| | 18+ | 141,000 | .08 | 172 |
| | 18-49 | 87,300 | .08 | 172 |
| | 12-24 | 53,200 | .10 | 166 |
| | 12-34 | 83,200 | .09 | 168 |
| | 18-34 | 57,800 | .08 | 170 |
| WOMEN | TOTAL | 76,500 | .09 | 171 |
| | 18-49 | 45,300 | .08 | 171 |
| | 12-24 | 26,600 | .11 | 166 |
| | 18-34 | 29,400 | .09 | 169 |
| | 25-49 | 31,200 | .08 | 173 |
| | 25-54 | 36,100 | .08 | 173 |
| MEN | TOTAL | 64,500 | .08 | 173 |
| | 18-49 | 42,000 | .08 | 175 |
| | 18-34 | 28,400 | .08 | 174 |
| | 25-49 | 28,300 | .07 | 177 |
| | 25-54 | 32,100 | .07 | 177 |
| TEENS | TOTAL | 25,400 | .12 | 162 |
| CHILD | TOTAL | 39,800 | .12 | 161 |
| | 6-11 | 22,900 | .12 | 163 |

## HARTFORD-NEW HAVEN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 797,700 | .96 | 24 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 2,121,700 | .96 | 23 |
| | 18+ | 1,638,800 | .98 | 21 |
| | 18-49 | 1,025,900 | .95 | 22 |
| | 12-24 | 482,300 | .94 | 22 |
| | 12-34 | 850,800 | .94 | 22 |
| | 18-34 | 641,900 | .94 | 24 |
| WOMEN | TOTAL | 863,600 | .98 | 21 |
| | 18-49 | 518,100 | .95 | 22 |
| | 12-24 | 237,400 | .94 | 22 |
| | 18-34 | 321,800 | .94 | 23 |
| | 25-49 | 383,100 | .96 | 23 |
| | 25-54 | 441,400 | .97 | 22 |
| MEN | TOTAL | 775,200 | .97 | 22 |
| | 18-49 | 507,800 | .95 | 24 |
| | 18-34 | 320,100 | .93 | 25 |
| | 25-49 | 369,400 | .95 | 23 |
| | 25-54 | 423,000 | .96 | 23 |
| TEENS | TOTAL | 208,900 | .96 | 21 |
| CHILD | TOTAL | 274,000 | .85 | 27 |
| | 6-11 | 169,000 | .88 | 26 |

## HUNTSVILLE-DECATUR-FLORENCE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 245,200 | .29 | 91 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 666,900 | .30 | 91 |
| | 18+ | 495,200 | .30 | 92 |
| | 18-49 | 324,400 | .30 | 90 |
| | 12-24 | 156,300 | .30 | 94 |
| | 12-34 | 265,500 | .29 | 96 |
| | 18-34 | 194,700 | .28 | 99 |
| WOMEN | TOTAL | 259,700 | .30 | 92 |
| | 18-49 | 164,500 | .30 | 89 |
| | 12-24 | 77,100 | .31 | 92 |
| | 18-34 | 97,700 | .29 | 97 |
| | 25-49 | 122,100 | .31 | 86 |
| | 25-54 | 139,900 | .31 | 86 |
| MEN | TOTAL | 235,500 | .29 | 94 |
| | 18-49 | 159,900 | .30 | 94 |
| | 18-34 | 97,000 | .28 | 100 |
| | 25-49 | 116,800 | .30 | 88 |
| | 25-54 | 133,400 | .30 | 88 |
| TEENS | TOTAL | 70,800 | .32 | 87 |
| CHILD | TOTAL | 100,900 | .31 | 90 |
| | 6-11 | 61,200 | .32 | 89 |

## HARRISBURG-YORK-LANCASTER-LEBANON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 483,400 | .58 | 48 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,287,900 | .58 | 48 |
| | 18+ | 981,600 | .58 | 48 |
| | 18-49 | 617,100 | .57 | 48 |
| | 12-24 | 287,900 | .56 | 49 |
| | 12-34 | 509,400 | .56 | 49 |
| | 18-34 | 384,800 | .56 | 48 |
| WOMEN | TOTAL | 516,700 | .59 | 49 |
| | 18-49 | 312,300 | .57 | 48 |
| | 12-24 | 143,700 | .57 | 49 |
| | 18-34 | 194,400 | .57 | 49 |
| | 25-49 | 229,500 | .58 | 49 |
| | 25-54 | 265,400 | .58 | 49 |
| MEN | TOTAL | 464,900 | .58 | 47 |
| | 18-49 | 304,800 | .57 | 47 |
| | 18-34 | 190,400 | .56 | 47 |
| | 25-49 | 224,300 | .58 | 47 |
| | 25-54 | 257,900 | .59 | 47 |
| TEENS | TOTAL | 124,600 | .57 | 50 |
| CHILD | TOTAL | 181,700 | .56 | 53 |
| | 6-11 | 109,700 | .57 | 50 |

## HELENA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 18,700 | .02 | 206 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 46,600 | .02 | 207 |
| | 18+ | 34,800 | .02 | 207 |
| | 18-49 | 23,400 | .02 | 206 |
| | 12-24 | 10,800 | .02 | 207 |
| | 12-34 | 19,900 | .02 | 207 |
| | 18-34 | 15,100 | .02 | 206 |
| WOMEN | TOTAL | 18,000 | .02 | 207 |
| | 18-49 | 11,800 | .02 | 206 |
| | 12-24 | 5,400 | .02 | 207 |
| | 18-34 | 7,600 | .02 | 206 |
| | 25-49 | 8,700 | .02 | 206 |
| | 25-54 | 9,800 | .02 | 206 |
| MEN | TOTAL | 16,800 | .02 | 206 |
| | 18-49 | 11,600 | .02 | 206 |
| | 18-34 | 7,500 | .02 | 206 |
| | 25-49 | 8,700 | .02 | 206 |
| | 25-54 | 9,800 | .02 | 206 |
| TEENS | TOTAL | 4,800 | .02 | 207 |
| CHILD | TOTAL | 7,000 | .02 | 208 |
| | 6-11 | 4,000 | .02 | 208 |

## IDAHO FALLS-POCATELLO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 103,500 | .12 | 157 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 302,700 | .14 | 154 |
| | 18+ | 208,900 | .12 | 158 |
| | 18-49 | 146,300 | .14 | 153 |
| | 12-24 | 75,100 | .15 | 151 |
| | 12-34 | 128,200 | .14 | 152 |
| | 18-34 | 96,300 | .14 | 152 |
| WOMEN | TOTAL | 105,300 | .12 | 158 |
| | 18-49 | 72,400 | .13 | 153 |
| | 12-24 | 38,100 | .15 | 151 |
| | 18-34 | 47,900 | .14 | 152 |
| | 25-49 | 50,300 | .13 | 155 |
| | 25-54 | 56,600 | .12 | 155 |
| MEN | TOTAL | 103,600 | .13 | 156 |
| | 18-49 | 73,900 | .14 | 153 |
| | 18-34 | 48,400 | .14 | 152 |
| | 25-49 | 52,800 | .14 | 154 |
| | 25-54 | 58,700 | .13 | 154 |
| TEENS | TOTAL | 31,900 | .15 | 149 |
| CHILD | TOTAL | 61,900 | .19 | 132 |
| | 6-11 | 33,000 | .17 | 142 |

## HARRISONBURG

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 37,000 | .04 | 195 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 105,800 | .05 | 195 |
| | 18+ | 82,400 | .05 | 193 |
| | 18-49 | 54,300 | .05 | 193 |
| | 12-24 | 28,500 | .06 | 193 |
| | 12-34 | 46,000 | .05 | 193 |
| | 18-34 | 36,400 | .05 | 192 |
| WOMEN | TOTAL | 43,100 | .05 | 193 |
| | 18-49 | 27,400 | .05 | 193 |
| | 12-24 | 14,200 | .06 | 192 |
| | 18-34 | 18,400 | .05 | 192 |
| | 25-49 | 17,800 | .04 | 195 |
| | 25-54 | 20,500 | .04 | 195 |
| MEN | TOTAL | 39,300 | .05 | 193 |
| | 18-49 | 26,900 | .05 | 193 |
| | 18-34 | 18,000 | .05 | 192 |
| | 25-49 | 17,600 | .05 | 193 |
| | 25-54 | 20,100 | .05 | 194 |
| TEENS | TOTAL | 9,600 | .04 | 196 |
| CHILD | TOTAL | 13,800 | .04 | 198 |
| | 6-11 | 8,200 | .04 | 197 |

## HOUSTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,326,000 | 1.59 | 11 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 3,513,000 | 1.58 | 11 |
| | 18+ | 2,594,800 | 1.55 | 11 |
| | 18-49 | 1,907,600 | 1.77 | 9 |
| | 12-24 | 834,900 | 1.63 | 10 |
| | 12-34 | 1,581,700 | 1.75 | 9 |
| | 18-34 | 1,237,400 | 1.81 | 9 |
| WOMEN | TOTAL | 1,303,600 | 1.48 | 12 |
| | 18-49 | 930,500 | 1.71 | 10 |
| | 12-24 | 409,000 | 1.62 | 11 |
| | 18-34 | 602,100 | 1.76 | 9 |
| | 25-49 | 690,100 | 1.73 | 10 |
| | 25-54 | 770,100 | 1.69 | 10 |
| MEN | TOTAL | 1,291,200 | 1.62 | 11 |
| | 18-49 | 977,100 | 1.82 | 9 |
| | 18-34 | 635,300 | 1.85 | 8 |
| | 25-49 | 726,900 | 1.88 | 9 |
| | 25-54 | 806,200 | 1.83 | 9 |
| TEENS | TOTAL | 344,300 | 1.58 | 11 |
| CHILD | TOTAL | 573,900 | 1.78 | 8 |
| | 6-11 | 333,600 | 1.75 | 9 |

## INDIANAPOLIS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 800,200 | .96 | 23 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 2,127,800 | .96 | 22 |
| | 18+ | 1,586,900 | .95 | 23 |
| | 18-49 | 1,046,300 | .97 | 21 |
| | 12-24 | 507,000 | .99 | 20 |
| | 12-34 | 877,100 | .97 | 21 |
| | 18-34 | 659,700 | .96 | 22 |
| WOMEN | TOTAL | 836,300 | .95 | 23 |
| | 18-49 | 531,900 | .98 | 21 |
| | 12-24 | 252,800 | 1.00 | 20 |
| | 18-34 | 334,700 | .98 | 21 |
| | 25-49 | 385,600 | .97 | 22 |
| | 25-54 | 440,600 | .97 | 23 |
| MEN | TOTAL | 750,600 | .94 | 23 |
| | 18-49 | 514,400 | .96 | 22 |
| | 18-34 | 325,000 | .95 | 23 |
| | 25-49 | 371,100 | .96 | 22 |
| | 25-54 | 422,900 | .96 | 24 |
| TEENS | TOTAL | 217,400 | 1.00 | 19 |
| CHILD | TOTAL | 323,500 | 1.00 | 20 |
| | 6-11 | 192,800 | 1.01 | 19 |

# ADI MARKET POPULATION SUMMARY

## JACKSON, MS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 261,400 | .31 | 86 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 749,200 | .34 | 81 |
| | 18+ | 538,700 | .32 | 85 |
| | 18-49 | 345,300 | .32 | 85 |
| | 12-24 | 181,900 | .35 | 79 |
| | 12-34 | 305,400 | .34 | 82 |
| | 18-34 | 223,100 | .33 | 83 |
| WOMEN | TOTAL | 290,400 | .33 | 83 |
| | 18-49 | 180,000 | .33 | 82 |
| | 12-24 | 91,700 | .36 | 79 |
| | 18-34 | 115,600 | .34 | 82 |
| | 25-49 | 128,500 | .32 | 83 |
| | 25-54 | 147,100 | .32 | 84 |
| MEN | TOTAL | 248,300 | .31 | 87 |
| | 18-49 | 165,300 | .31 | 90 |
| | 18-34 | 107,500 | .31 | 89 |
| | 25-49 | 117,200 | .30 | 86 |
| | 25-54 | 133,600 | .30 | 87 |
| TEENS | TOTAL | 82,300 | .38 | 73 |
| CHILD | TOTAL | 128,200 | .40 | 72 |
| | 6-11 | 74,600 | .39 | 72 |

## JOHNSTOWN-ALTOONA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 269,500 | .32 | 83 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 737,000 | .33 | 84 |
| | 18+ | 562,400 | .34 | 80 |
| | 18-49 | 342,700 | .32 | 86 |
| | 12-24 | 178,500 | .35 | 82 |
| | 12-34 | 293,100 | .32 | 84 |
| | 18-34 | 222,200 | .32 | 85 |
| WOMEN | TOTAL | 293,900 | .33 | 81 |
| | 18-49 | 169,900 | .31 | 87 |
| | 12-24 | 86,200 | .34 | 83 |
| | 18-34 | 107,900 | .32 | 85 |
| | 25-49 | 118,300 | .30 | 88 |
| | 25-54 | 138,800 | .30 | 87 |
| MEN | TOTAL | 268,500 | .34 | 80 |
| | 18-49 | 172,800 | .32 | 85 |
| | 18-34 | 114,300 | .33 | 82 |
| | 25-49 | 116,800 | .30 | 88 |
| | 25-54 | 135,300 | .31 | 86 |
| TEENS | TOTAL | 70,900 | .32 | 86 |
| CHILD | TOTAL | 103,700 | .32 | 88 |
| | 6-11 | 62,300 | .33 | 87 |

## KANSAS CITY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 704,000 | .84 | 27 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,811,600 | .82 | 29 |
| | 18+ | 1,376,600 | .82 | 28 |
| | 18-49 | 890,700 | .82 | 28 |
| | 12-24 | 412,500 | .80 | 29 |
| | 12-34 | 732,800 | .81 | 29 |
| | 18-34 | 561,100 | .82 | 28 |
| WOMEN | TOTAL | 724,500 | .82 | 28 |
| | 18-49 | 449,700 | .83 | 28 |
| | 12-24 | 204,200 | .81 | 29 |
| | 18-34 | 282,600 | .83 | 28 |
| | 25-49 | 329,500 | .83 | 28 |
| | 25-54 | 375,100 | .82 | 28 |
| MEN | TOTAL | 652,100 | .82 | 27 |
| | 18-49 | 441,000 | .82 | 27 |
| | 18-34 | 278,500 | .81 | 29 |
| | 25-49 | 320,400 | .83 | 27 |
| | 25-54 | 362,800 | .82 | 27 |
| TEENS | TOTAL | 171,700 | .79 | 32 |
| CHILD | TOTAL | 263,300 | .81 | 31 |
| | 6-11 | 153,900 | .81 | 32 |

## JACKSON, TN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 55,900 | .07 | 183 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 147,400 | .07 | 184 |
| | 18+ | 111,200 | .07 | 183 |
| | 18-49 | 67,100 | .06 | 187 |
| | 12-24 | 32,000 | .06 | 186 |
| | 12-34 | 56,000 | .06 | 187 |
| | 18-34 | 41,900 | .06 | 187 |
| WOMEN | TOTAL | 59,600 | .07 | 180 |
| | 18-49 | 34,500 | .06 | 185 |
| | 12-24 | 16,300 | .06 | 186 |
| | 18-34 | 21,500 | .06 | 186 |
| | 25-49 | 25,200 | .06 | 181 |
| | 25-54 | 29,300 | .06 | 181 |
| MEN | TOTAL | 51,600 | .06 | 184 |
| | 18-49 | 32,600 | .06 | 188 |
| | 18-34 | 20,400 | .06 | 189 |
| | 25-49 | 24,000 | .06 | 185 |
| | 25-54 | 27,400 | .06 | 185 |
| TEENS | TOTAL | 14,100 | .06 | 183 |
| CHILD | TOTAL | 22,100 | .07 | 183 |
| | 6-11 | 13,100 | .07 | 183 |

## JONESBORO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 67,700 | .08 | 173 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 180,200 | .08 | 174 |
| | 18+ | 136,800 | .08 | 174 |
| | 18-49 | 80,500 | .07 | 177 |
| | 12-24 | 39,700 | .08 | 178 |
| | 12-34 | 66,600 | .07 | 179 |
| | 18-34 | 49,100 | .07 | 181 |
| WOMEN | TOTAL | 72,200 | .08 | 174 |
| | 18-49 | 41,000 | .08 | 174 |
| | 12-24 | 19,500 | .08 | 176 |
| | 18-34 | 24,900 | .07 | 179 |
| | 25-49 | 29,900 | .08 | 174 |
| | 25-54 | 34,500 | .08 | 174 |
| MEN | TOTAL | 64,600 | .08 | 172 |
| | 18-49 | 39,500 | .07 | 179 |
| | 18-34 | 24,200 | .07 | 182 |
| | 25-49 | 28,400 | .07 | 176 |
| | 25-54 | 32,700 | .07 | 175 |
| TEENS | TOTAL | 17,500 | .08 | 174 |
| CHILD | TOTAL | 25,900 | .08 | 177 |
| | 6-11 | 15,100 | .08 | 177 |

## KNOXVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 420,500 | .50 | 58 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,138,800 | .51 | 57 |
| | 18+ | 853,500 | .51 | 57 |
| | 18-49 | 548,400 | .51 | 55 |
| | 12-24 | 259,200 | .51 | 59 |
| | 12-34 | 454,200 | .50 | 56 |
| | 18-34 | 339,400 | .50 | 56 |
| WOMEN | TOTAL | 448,600 | .51 | 57 |
| | 18-49 | 277,300 | .51 | 55 |
| | 12-24 | 127,700 | .51 | 59 |
| | 18-34 | 170,100 | .50 | 56 |
| | 25-49 | 205,700 | .52 | 55 |
| | 25-54 | 234,700 | .52 | 56 |
| MEN | TOTAL | 404,900 | .51 | 57 |
| | 18-49 | 271,100 | .51 | 55 |
| | 18-34 | 169,300 | .49 | 56 |
| | 25-49 | 198,300 | .51 | 55 |
| | 25-54 | 225,000 | .51 | 56 |
| TEENS | TOTAL | 114,800 | .53 | 58 |
| CHILD | TOTAL | 170,500 | .53 | 57 |
| | 6-11 | 102,500 | .54 | 55 |

## JACKSONVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 383,100 | .46 | 62 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,022,000 | .46 | 63 |
| | 18+ | 758,800 | .45 | 62 |
| | 18-49 | 496,700 | .46 | 62 |
| | 12-24 | 235,700 | .46 | 64 |
| | 12-34 | 416,300 | .46 | 63 |
| | 18-34 | 311,700 | .46 | 64 |
| WOMEN | TOTAL | 397,000 | .45 | 62 |
| | 18-49 | 250,100 | .46 | 61 |
| | 12-24 | 115,300 | .46 | 64 |
| | 18-34 | 155,300 | .45 | 64 |
| | 25-49 | 185,600 | .47 | 61 |
| | 25-54 | 212,100 | .47 | 61 |
| MEN | TOTAL | 361,800 | .45 | 63 |
| | 18-49 | 246,600 | .46 | 62 |
| | 18-34 | 156,400 | .46 | 65 |
| | 25-49 | 180,000 | .46 | 62 |
| | 25-54 | 204,200 | .46 | 61 |
| TEENS | TOTAL | 104,600 | .48 | 64 |
| CHILD | TOTAL | 158,600 | .49 | 63 |
| | 6-11 | 94,200 | .49 | 63 |

## JOPLIN-PITTSBURG

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 173,600 | .21 | 118 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 439,200 | .20 | 122 |
| | 18+ | 336,500 | .20 | 119 |
| | 18-49 | 188,100 | .17 | 134 |
| | 12-24 | 92,100 | .18 | 135 |
| | 12-34 | 156,600 | .17 | 135 |
| | 18-34 | 115,700 | .17 | 135 |
| WOMEN | TOTAL | 179,600 | .20 | 117 |
| | 18-49 | 95,300 | .18 | 130 |
| | 12-24 | 45,500 | .18 | 134 |
| | 18-34 | 58,000 | .17 | 135 |
| | 25-49 | 70,000 | .18 | 128 |
| | 25-54 | 81,500 | .18 | 128 |
| MEN | TOTAL | 156,900 | .20 | 122 |
| | 18-49 | 92,800 | .17 | 134 |
| | 18-34 | 57,700 | .17 | 136 |
| | 25-49 | 66,900 | .17 | 132 |
| | 25-54 | 77,700 | .18 | 131 |
| TEENS | TOTAL | 40,900 | .19 | 131 |
| CHILD | TOTAL | 61,800 | .19 | 133 |
| | 6-11 | 36,000 | .19 | 131 |

## LA CROSSE-EAU CLAIRE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 150,800 | .18 | 133 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 416,300 | .19 | 130 |
| | 18+ | 314,400 | .19 | 129 |
| | 18-49 | 196,100 | .18 | 129 |
| | 12-24 | 105,400 | .21 | 120 |
| | 12-34 | 173,100 | .19 | 125 |
| | 18-34 | 131,500 | .19 | 124 |
| WOMEN | TOTAL | 163,600 | .19 | 127 |
| | 18-49 | 98,900 | .18 | 128 |
| | 12-24 | 53,700 | .21 | 119 |
| | 18-34 | 66,700 | .20 | 123 |
| | 25-49 | 65,500 | .16 | 137 |
| | 25-54 | 75,200 | .17 | 137 |
| MEN | TOTAL | 150,800 | .19 | 129 |
| | 18-49 | 97,200 | .18 | 129 |
| | 18-34 | 64,800 | .19 | 128 |
| | 25-49 | 66,800 | .17 | 133 |
| | 25-54 | 76,200 | .17 | 136 |
| TEENS | TOTAL | 41,600 | .19 | 128 |
| CHILD | TOTAL | 60,300 | .19 | 138 |
| | 6-11 | 35,500 | .19 | 133 |

# ADI MARKET POPULATION SUMMARY

## LAFAYETTE, IN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 42,200 | .03 | 191 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 117,000 | .03 | 192 |
| | 18+ | 93,900 | .03 | 191 |
| | 18-49 | 70,800 | .03 | 185 |
| | 12-24 | 41,800 | .03 | 177 |
| | 12-34 | 62,500 | .03 | 183 |
| | 18-34 | 53,900 | .03 | 174 |
| WOMEN | TOTAL | 46,600 | .03 | 191 |
| | 18-49 | 33,500 | .03 | 186 |
| | 12-24 | 19,000 | .03 | 179 |
| | 18-34 | 25,000 | .03 | 178 |
| | 25-49 | 18,700 | .03 | 192 |
| | 25-54 | 20,900 | .03 | 193 |
| MEN | TOTAL | 47,300 | .03 | 189 |
| | 18-49 | 37,300 | .03 | 181 |
| | 18-34 | 28,900 | .03 | 173 |
| | 25-49 | 18,900 | .03 | 191 |
| | 25-54 | 20,900 | .03 | 192 |
| TEENS | TOTAL | 8,600 | .03 | 199 |
| CHILD | TOTAL | 14,500 | .03 | 196 |
| | 6-11 | 8,500 | .03 | 196 |

## LANSING

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 214,700 | .13 | 98 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 600,000 | .13 | 99 |
| | 18+ | 450,200 | .13 | 99 |
| | 18-49 | 320,200 | .14 | 92 |
| | 12-24 | 163,300 | .15 | 88 |
| | 12-34 | 277,800 | .14 | 90 |
| | 18-34 | 218,000 | .15 | 87 |
| WOMEN | TOTAL | 231,100 | .13 | 97 |
| | 18-49 | 158,800 | .14 | 93 |
| | 12-24 | 81,400 | .15 | 85 |
| | 18-34 | 108,000 | .15 | 84 |
| | 25-49 | 106,900 | .13 | 95 |
| | 25-54 | 120,800 | .13 | 96 |
| MEN | TOTAL | 219,100 | .13 | 99 |
| | 18-49 | 161,400 | .14 | 93 |
| | 18-34 | 110,000 | .15 | 87 |
| | 25-49 | 109,800 | .13 | 94 |
| | 25-54 | 123,300 | .13 | 94 |
| TEENS | TOTAL | 59,800 | .13 | 98 |
| CHILD | TOTAL | 90,000 | .13 | 102 |
| | 6-11 | 53,500 | .13 | 98 |

## LAUREL-HATTIESBURG

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 85,100 | .05 | 163 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 239,400 | .05 | 163 |
| | 18+ | 175,100 | .05 | 163 |
| | 18-49 | 111,500 | .05 | 164 |
| | 12-24 | 59,400 | .06 | 163 |
| | 12-34 | 97,400 | .05 | 164 |
| | 18-34 | 72,500 | .05 | 164 |
| WOMEN | TOTAL | 93,500 | .05 | 162 |
| | 18-49 | 57,300 | .05 | 163 |
| | 12-24 | 29,700 | .06 | 160 |
| | 18-34 | 37,000 | .05 | 163 |
| | 25-49 | 39,700 | .05 | 163 |
| | 25-54 | 45,600 | .05 | 163 |
| MEN | TOTAL | 81,600 | .05 | 163 |
| | 18-49 | 54,200 | .05 | 164 |
| | 18-34 | 35,500 | .05 | 164 |
| | 25-49 | 37,300 | .05 | 163 |
| | 25-54 | 42,600 | .05 | 163 |
| TEENS | TOTAL | 24,900 | .05 | 164 |
| CHILD | TOTAL | 39,400 | .05 | 163 |
| | 6-11 | 22,900 | .05 | 163 |

## LAFAYETTE, LA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 183,300 | .11 | 112 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 525,200 | .11 | 108 |
| | 18+ | 373,000 | .11 | 112 |
| | 18-49 | 250,000 | .11 | 110 |
| | 12-24 | 137,700 | .13 | 106 |
| | 12-34 | 224,600 | .12 | 109 |
| | 18-34 | 162,900 | .11 | 111 |
| WOMEN | TOTAL | 194,800 | .11 | 111 |
| | 18-49 | 126,400 | .11 | 109 |
| | 12-24 | 68,700 | .13 | 103 |
| | 18-34 | 81,400 | .11 | 109 |
| | 25-49 | 88,300 | .11 | 112 |
| | 25-54 | 101,600 | .11 | 111 |
| MEN | TOTAL | 178,200 | .11 | 112 |
| | 18-49 | 123,600 | .11 | 112 |
| | 18-34 | 81,500 | .11 | 112 |
| | 25-49 | 85,700 | .11 | 110 |
| | 25-54 | 98,000 | .11 | 110 |
| TEENS | TOTAL | 61,700 | .13 | 96 |
| CHILD | TOTAL | 90,500 | .13 | 101 |
| | 6-11 | 52,300 | .13 | 101 |

## LAREDO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 30,200 | .02 | 199 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 107,900 | .02 | 193 |
| | 18+ | 70,500 | .02 | 197 |
| | 18-49 | 47,600 | .02 | 195 |
| | 12-24 | 27,900 | .02 | 194 |
| | 12-34 | 44,800 | .02 | 194 |
| | 18-34 | 30,900 | .02 | 196 |
| WOMEN | TOTAL | 37,800 | .02 | 197 |
| | 18-49 | 24,800 | .02 | 194 |
| | 12-24 | 14,000 | .02 | 193 |
| | 18-34 | 15,800 | .02 | 194 |
| | 25-49 | 17,700 | .02 | 196 |
| | 25-54 | 20,200 | .02 | 196 |
| MEN | TOTAL | 32,700 | .02 | 197 |
| | 18-49 | 22,800 | .02 | 197 |
| | 18-34 | 15,100 | .02 | 197 |
| | 25-49 | 15,900 | .02 | 197 |
| | 25-54 | 17,900 | .02 | 197 |
| TEENS | TOTAL | 13,900 | .02 | 185 |
| CHILD | TOTAL | 23,500 | .02 | 182 |
| | 6-11 | 13,700 | .02 | 182 |

## LEXINGTON (HAZARD)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 292,300 | .24 | 78 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 801,700 | .24 | 77 |
| | 18+ | 600,600 | .24 | 77 |
| | 18-49 | 401,300 | .24 | 75 |
| | 12-24 | 197,700 | .24 | 73 |
| | 12-34 | 340,800 | .24 | 75 |
| | 18-34 | 261,600 | .24 | 74 |
| WOMEN | TOTAL | 314,400 | .24 | 78 |
| | 18-49 | 204,400 | .24 | 74 |
| | 12-24 | 98,900 | .24 | 73 |
| | 18-34 | 133,200 | .24 | 73 |
| | 25-49 | 144,100 | .24 | 75 |
| | 25-54 | 163,100 | .24 | 75 |
| MEN | TOTAL | 286,200 | .24 | 77 |
| | 18-49 | 196,900 | .24 | 75 |
| | 18-34 | 128,400 | .24 | 76 |
| | 25-49 | 138,700 | .24 | 76 |
| | 25-54 | 156,500 | .24 | 77 |
| TEENS | TOTAL | 79,200 | .24 | 77 |
| CHILD | TOTAL | 121,900 | .24 | 75 |
| | 6-11 | 72,100 | .24 | 76 |

## LAKE CHARLES

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 90,300 | .06 | 162 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 258,100 | .06 | 160 |
| | 18+ | 188,300 | .06 | 161 |
| | 18-49 | 131,700 | .06 | 157 |
| | 12-24 | 69,300 | .07 | 155 |
| | 12-34 | 114,400 | .06 | 156 |
| | 18-34 | 87,400 | .06 | 155 |
| WOMEN | TOTAL | 93,800 | .06 | 161 |
| | 18-49 | 63,100 | .06 | 157 |
| | 12-24 | 31,600 | .06 | 157 |
| | 18-34 | 40,500 | .06 | 157 |
| | 25-49 | 44,600 | .06 | 159 |
| | 25-54 | 50,700 | .06 | 160 |
| MEN | TOTAL | 94,500 | .06 | 160 |
| | 18-49 | 68,600 | .06 | 157 |
| | 18-34 | 46,900 | .06 | 153 |
| | 25-49 | 44,800 | .06 | 159 |
| | 25-54 | 50,900 | .06 | 159 |
| TEENS | TOTAL | 27,000 | .06 | 159 |
| CHILD | TOTAL | 42,800 | .06 | 158 |
| | 6-11 | 24,800 | .06 | 157 |

## LAS VEGAS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 200,100 | .24 | 102 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 498,400 | .22 | 113 |
| | 18+ | 379,000 | .23 | 111 |
| | 18-49 | 265,500 | .23 | 107 |
| | 12-24 | 115,200 | .22 | 113 |
| | 12-34 | 211,200 | .23 | 113 |
| | 18-34 | 163,000 | .24 | 110 |
| WOMEN | TOTAL | 188,300 | .21 | 114 |
| | 18-49 | 130,200 | .24 | 107 |
| | 12-24 | 56,100 | .22 | 115 |
| | 18-34 | 80,300 | .23 | 111 |
| | 25-49 | 97,700 | .25 | 101 |
| | 25-54 | 110,200 | .24 | 101 |
| MEN | TOTAL | 190,700 | .24 | 109 |
| | 18-49 | 135,300 | .25 | 108 |
| | 18-34 | 82,700 | .24 | 111 |
| | 25-49 | 100,800 | .26 | 97 |
| | 25-54 | 113,700 | .26 | 97 |
| TEENS | TOTAL | 48,200 | .22 | 115 |
| CHILD | TOTAL | 71,200 | .22 | 116 |
| | 6-11 | 42,300 | .22 | 115 |

## LIMA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 40,100 | .03 | 193 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 106,400 | .03 | 194 |
| | 18+ | 78,300 | .03 | 194 |
| | 18-49 | 49,100 | .03 | 194 |
| | 12-24 | 24,400 | .03 | 195 |
| | 12-34 | 42,200 | .03 | 195 |
| | 18-34 | 31,200 | .03 | 194 |
| WOMEN | TOTAL | 41,300 | .03 | 194 |
| | 18-49 | 24,800 | .03 | 194 |
| | 12-24 | 12,100 | .03 | 196 |
| | 18-34 | 15,600 | .03 | 195 |
| | 25-49 | 18,100 | .03 | 194 |
| | 25-54 | 20,900 | .03 | 193 |
| MEN | TOTAL | 37,000 | .03 | 194 |
| | 18-49 | 24,300 | .03 | 194 |
| | 18-34 | 15,600 | .03 | 195 |
| | 25-49 | 17,600 | .03 | 193 |
| | 25-54 | 20,200 | .03 | 193 |
| TEENS | TOTAL | 11,000 | .03 | 192 |
| CHILD | TOTAL | 17,100 | .03 | 192 |
| | 6-11 | 10,100 | .03 | 192 |

# ADI MARKET POPULATION SUMMARY

## LINCOLN-HASTINGS-KEARNEY

| | | TV HOUSEHOLDS 254,400 | .30 | 89 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 652,500 | .29 | 94 |
| | 18+ | 503,000 | .30 | 91 |
| | 18-49 | 302,800 | .28 | 98 |
| | 12-24 | 150,100 | .29 | 99 |
| | 12-34 | 258,000 | .29 | 99 |
| | 18-34 | 199,900 | .29 | 94 |
| WOMEN | TOTAL | 261,900 | .30 | 90 |
| | 18-49 | 149,400 | .27 | 97 |
| | 12-24 | 73,700 | .29 | 99 |
| | 18-34 | 97,900 | .29 | 94 |
| | 25-49 | 104,200 | .26 | 97 |
| | 25-54 | 120,500 | .26 | 97 |
| MEN | TOTAL | 241,100 | .30 | 91 |
| | 18-49 | 153,400 | .29 | 97 |
| | 18-34 | 102,000 | .30 | 94 |
| | 25-49 | 106,600 | .28 | 95 |
| | 25-54 | 121,800 | .28 | 95 |
| TEENS | TOTAL | 58,100 | .27 | 104 |
| CHILD | TOTAL | 91,400 | .28 | 100 |
| | 6-11 | 51,000 | .27 | 104 |

## LOUISVILLE

| | | TV HOUSEHOLDS 520,700 | .62 | 44 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,413,200 | .64 | 45 |
| | 18+ | 1,051,700 | .63 | 45 |
| | 18-49 | 691,900 | .64 | 43 |
| | 12-24 | 331,000 | .64 | 45 |
| | 12-34 | 583,000 | .65 | 42 |
| | 18-34 | 438,900 | .64 | 43 |
| WOMEN | TOTAL | 547,500 | .62 | 45 |
| | 18-49 | 344,800 | .63 | 45 |
| | 12-24 | 158,500 | .63 | 46 |
| | 18-34 | 215,200 | .63 | 45 |
| | 25-49 | 255,800 | .64 | 41 |
| | 25-54 | 291,600 | .64 | 42 |
| MEN | TOTAL | 504,200 | .63 | 45 |
| | 18-49 | 347,100 | .65 | 43 |
| | 18-34 | 223,700 | .65 | 42 |
| | 25-49 | 249,200 | .64 | 42 |
| | 25-54 | 282,300 | .64 | 41 |
| TEENS | TOTAL | 144,100 | .66 | 44 |
| CHILD | TOTAL | 217,400 | .67 | 42 |
| | 6-11 | 127,600 | .67 | 42 |

## MADISON

| | | TV HOUSEHOLDS 202,900 | .24 | 101 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 518,800 | .23 | 110 |
| | 18+ | 398,900 | .24 | 104 |
| | 18-49 | 270,400 | .25 | 105 |
| | 12-24 | 131,800 | .26 | 109 |
| | 12-34 | 233,900 | .26 | 105 |
| | 18-34 | 184,700 | .27 | 102 |
| WOMEN | TOTAL | 205,100 | .23 | 105 |
| | 18-49 | 133,900 | .25 | 103 |
| | 12-24 | 64,800 | .26 | 108 |
| | 18-34 | 91,000 | .27 | 101 |
| | 25-49 | 93,400 | .23 | 106 |
| | 25-54 | 105,200 | .23 | 107 |
| MEN | TOTAL | 193,800 | .24 | 107 |
| | 18-49 | 136,500 | .25 | 105 |
| | 18-34 | 93,700 | .27 | 103 |
| | 25-49 | 94,400 | .24 | 107 |
| | 25-54 | 105,600 | .24 | 107 |
| TEENS | TOTAL | 49,200 | .23 | 112 |
| CHILD | TOTAL | 70,700 | .22 | 118 |
| | 6-11 | 41,600 | .22 | 116 |

## LITTLE ROCK

| | | TV HOUSEHOLDS 453,400 | .54 | 54 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,213,800 | .55 | 54 |
| | 18+ | 907,800 | .54 | 54 |
| | 18-49 | 557,700 | .52 | 54 |
| | 12-24 | 269,600 | .53 | 55 |
| | 12-34 | 467,400 | .52 | 54 |
| | 18-34 | 347,300 | .51 | 54 |
| WOMEN | TOTAL | 479,200 | .55 | 53 |
| | 18-49 | 284,200 | .52 | 54 |
| | 12-24 | 134,100 | .53 | 54 |
| | 18-34 | 176,000 | .52 | 54 |
| | 25-49 | 208,800 | .52 | 54 |
| | 25-54 | 238,600 | .52 | 54 |
| MEN | TOTAL | 428,600 | .54 | 54 |
| | 18-49 | 273,500 | .51 | 54 |
| | 18-34 | 171,300 | .50 | 55 |
| | 25-49 | 199,400 | .51 | 54 |
| | 25-54 | 226,600 | .51 | 55 |
| TEENS | TOTAL | 120,100 | .55 | 53 |
| CHILD | TOTAL | 185,900 | .58 | 51 |
| | 6-11 | 108,600 | .57 | 51 |

## LUBBOCK

| | | TV HOUSEHOLDS 150,700 | .18 | 134 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 414,400 | .19 | 132 |
| | 18+ | 304,600 | .18 | 134 |
| | 18-49 | 204,300 | .19 | 126 |
| | 12-24 | 110,800 | .22 | 118 |
| | 12-34 | 179,100 | .20 | 122 |
| | 18-34 | 137,100 | .20 | 120 |
| WOMEN | TOTAL | 156,700 | .18 | 134 |
| | 18-49 | 101,500 | .19 | 124 |
| | 12-24 | 54,000 | .21 | 118 |
| | 18-34 | 67,100 | .20 | 120 |
| | 25-49 | 68,200 | .17 | 130 |
| | 25-54 | 78,200 | .17 | 134 |
| MEN | TOTAL | 147,800 | .19 | 133 |
| | 18-49 | 102,800 | .19 | 127 |
| | 18-34 | 70,000 | .20 | 120 |
| | 25-49 | 67,300 | .17 | 131 |
| | 25-54 | 76,800 | .17 | 132 |
| TEENS | TOTAL | 42,000 | .19 | 126 |
| CHILD | TOTAL | 67,800 | .21 | 123 |
| | 6-11 | 38,300 | .20 | 126 |

## MANKATO

| | | TV HOUSEHOLDS 33,300 | .04 | 197 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 87,800 | .04 | 198 |
| | 18+ | 68,200 | .04 | 198 |
| | 18-49 | 43,200 | .04 | 198 |
| | 12-24 | 23,800 | .05 | 197 |
| | 12-34 | 38,200 | .04 | 198 |
| | 18-34 | 30,300 | .04 | 197 |
| WOMEN | TOTAL | 35,500 | .04 | 198 |
| | 18-49 | 21,400 | .04 | 198 |
| | 12-24 | 11,900 | .05 | 197 |
| | 18-34 | 15,000 | .04 | 197 |
| | 25-49 | 13,300 | .03 | 201 |
| | 25-54 | 15,400 | .03 | 201 |
| MEN | TOTAL | 32,700 | .04 | 197 |
| | 18-49 | 21,800 | .04 | 198 |
| | 18-34 | 15,300 | .04 | 196 |
| | 25-49 | 14,000 | .04 | 200 |
| | 25-54 | 16,000 | .04 | 200 |
| TEENS | TOTAL | 7,900 | .04 | 201 |
| CHILD | TOTAL | 11,700 | .04 | 203 |
| | 6-11 | 6,400 | .03 | 203 |

## LOS ANGELES (CORONA & SAN BERNARDINO-PONTANA)

| | | TV HOUSEHOLDS 4,241,000 | 5.08 | 2 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 11,191,700 | 5.04 | 2 |
| | 18+ | 8,531,600 | 5.08 | 2 |
| | 18-49 | 5,750,600 | 5.32 | 2 |
| | 12-24 | 2,579,400 | 5.03 | 2 |
| | 12-34 | 4,704,500 | 5.21 | 2 |
| | 18-34 | 3,655,500 | 5.34 | 2 |
| WOMEN | TOTAL | 4,413,600 | 5.02 | 2 |
| | 18-49 | 2,857,800 | 5.25 | 2 |
| | 12-24 | 1,263,500 | 5.00 | 2 |
| | 18-34 | 1,804,700 | 5.28 | 2 |
| | 25-49 | 2,110,000 | 5.30 | 2 |
| | 25-54 | 2,391,700 | 5.25 | 2 |
| MEN | TOTAL | 4,118,000 | 5.15 | 2 |
| | 18-49 | 2,892,800 | 5.39 | 2 |
| | 18-34 | 1,850,800 | 5.40 | 2 |
| | 25-49 | 2,110,200 | 5.45 | 2 |
| | 25-54 | 2,379,300 | 5.40 | 2 |
| TEENS | TOTAL | 1,049,000 | 4.80 | 2 |
| CHILD | TOTAL | 1,611,100 | 4.98 | 2 |
| | 6-11 | 932,700 | 4.88 | 2 |

## MACON

| | | TV HOUSEHOLDS 145,000 | .17 | 138 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 411,200 | .19 | 133 |
| | 18+ | 301,100 | .18 | 137 |
| | 18-49 | 198,100 | .18 | 128 |
| | 12-24 | 99,500 | .19 | 127 |
| | 12-34 | 168,700 | .19 | 129 |
| | 18-34 | 123,800 | .18 | 130 |
| WOMEN | TOTAL | 160,700 | .18 | 132 |
| | 18-49 | 101,800 | .19 | 123 |
| | 12-24 | 49,300 | .20 | 126 |
| | 18-34 | 63,100 | .18 | 127 |
| | 25-49 | 74,300 | .19 | 125 |
| | 25-54 | 84,800 | .19 | 123 |
| MEN | TOTAL | 140,400 | .18 | 139 |
| | 18-49 | 96,300 | .18 | 130 |
| | 18-34 | 60,700 | .18 | 134 |
| | 25-49 | 69,200 | .18 | 128 |
| | 25-54 | 79,100 | .18 | 128 |
| TEENS | TOTAL | 44,900 | .21 | 120 |
| CHILD | TOTAL | 65,200 | .20 | 125 |
| | 6-11 | 38,800 | .20 | 123 |

## MARQUETTE

| | | TV HOUSEHOLDS 56,000 | .07 | 182 |
|---|---|---|---|---|
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 157,100 | .07 | 180 |
| | 18+ | 120,700 | .07 | 180 |
| | 18-49 | 76,200 | .07 | 180 |
| | 12-24 | 41,900 | .08 | 176 |
| | 12-34 | 67,400 | .07 | 178 |
| | 18-34 | 52,900 | .08 | 177 |
| WOMEN | TOTAL | 58,600 | .07 | 182 |
| | 18-49 | 34,700 | .06 | 183 |
| | 12-24 | 18,600 | .07 | 181 |
| | 18-34 | 23,500 | .07 | 182 |
| | 25-49 | 23,100 | .06 | 187 |
| | 25-54 | 26,600 | .06 | 187 |
| MEN | TOTAL | 62,100 | .08 | 177 |
| | 18-49 | 41,500 | .08 | 176 |
| | 18-34 | 29,400 | .09 | 171 |
| | 25-49 | 25,700 | .07 | 182 |
| | 25-54 | 29,300 | .07 | 181 |
| TEENS | TOTAL | 14,500 | .07 | 182 |
| CHILD | TOTAL | 21,900 | .07 | 184 |
| | 6-11 | 12,400 | .06 | 184 |

# ADI MARKET POPULATION SUMMARY

## MCALLEN-BROWNSVILLE/LRGV

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 162,400 | .19 | 124 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 558,300 | .23 | 103 |
| | 18+ | 365,000 | .22 | 114 |
| | 18-49 | 242,600 | .22 | 113 |
| | 12-24 | 139,000 | .27 | 105 |
| | 12-34 | 227,100 | .25 | 108 |
| | 18-34 | 155,500 | .23 | 113 |
| WOMEN | TOTAL | 196,200 | .22 | 110 |
| | 18-49 | 129,300 | .24 | 108 |
| | 12-24 | 70,300 | .28 | 100 |
| | 18-34 | 82,300 | .24 | 108 |
| | 25-49 | 94,400 | .24 | 104 |
| | 25-54 | 106,800 | .23 | 105 |
| MEN | TOTAL | 168,800 | .21 | 116 |
| | 18-49 | 113,300 | .21 | 115 |
| | 18-34 | 73,200 | .21 | 114 |
| | 25-49 | 80,800 | .21 | 116 |
| | 25-54 | 90,700 | .21 | 117 |
| TEENS | TOTAL | 71,600 | .33 | 85 |
| CHILD | TOTAL | 121,700 | .38 | 76 |
| | 6-11 | 70,700 | .37 | 77 |

## MEDFORD

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 117,300 | .14 | 152 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 297,700 | .13 | 156 |
| | 18+ | 225,000 | .13 | 155 |
| | 18-49 | 138,400 | .13 | 155 |
| | 12-24 | 60,100 | .12 | 162 |
| | 12-34 | 113,100 | .13 | 157 |
| | 18-34 | 84,900 | .12 | 157 |
| WOMEN | TOTAL | 114,700 | .13 | 156 |
| | 18-49 | 68,900 | .13 | 155 |
| | 12-24 | 29,500 | .12 | 161 |
| | 18-34 | 42,200 | .12 | 156 |
| | 25-49 | 53,100 | .13 | 153 |
| | 25-54 | 60,400 | .13 | 153 |
| MEN | TOTAL | 110,300 | .14 | 154 |
| | 18-49 | 69,500 | .13 | 155 |
| | 18-34 | 42,700 | .12 | 159 |
| | 25-49 | 53,400 | .14 | 153 |
| | 25-54 | 60,500 | .14 | 153 |
| TEENS | TOTAL | 28,200 | .13 | 156 |
| CHILD | TOTAL | 44,500 | .14 | 154 |
| | 6-11 | 26,000 | .14 | 154 |

## MEMPHIS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 582,100 | .70 | 36 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,621,100 | .73 | 34 |
| | 18+ | 1,180,400 | .70 | 36 |
| | 18-49 | 765,400 | .71 | 38 |
| | 12-24 | 392,300 | .76 | 34 |
| | 12-34 | 666,500 | .74 | 35 |
| | 18-34 | 491,700 | .72 | 37 |
| WOMEN | TOTAL | 630,500 | .72 | 35 |
| | 18-49 | 393,400 | .72 | 36 |
| | 12-24 | 194,000 | .77 | 33 |
| | 18-34 | 249,300 | .73 | 37 |
| | 25-49 | 285,200 | .72 | 35 |
| | 25-54 | 324,800 | .71 | 36 |
| MEN | TOTAL | 549,900 | .69 | 39 |
| | 18-49 | 372,000 | .69 | 39 |
| | 18-34 | 242,400 | .71 | 38 |
| | 25-49 | 262,700 | .68 | 39 |
| | 25-54 | 296,400 | .67 | 39 |
| TEENS | TOTAL | 174,800 | .80 | 29 |
| CHILD | TOTAL | 265,900 | .82 | 29 |
| | 6-11 | 156,000 | .82 | 29 |

## MERIDIAN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 71,800 | .09 | 171 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 203,400 | .09 | 171 |
| | 18+ | 147,400 | .09 | 171 |
| | 18-49 | 88,500 | .08 | 171 |
| | 12-24 | 46,800 | .09 | 170 |
| | 12-34 | 77,200 | .09 | 172 |
| | 18-34 | 56,100 | .08 | 172 |
| WOMEN | TOTAL | 79,000 | .09 | 169 |
| | 18-49 | 45,200 | .08 | 172 |
| | 12-24 | 23,100 | .09 | 170 |
| | 18-34 | 28,200 | .08 | 171 |
| | 25-49 | 32,600 | .08 | 170 |
| | 25-54 | 38,100 | .08 | 169 |
| MEN | TOTAL | 68,400 | .09 | 171 |
| | 18-49 | 43,300 | .08 | 172 |
| | 18-34 | 27,900 | .08 | 176 |
| | 25-49 | 30,400 | .08 | 172 |
| | 25-54 | 34,800 | .08 | 172 |
| TEENS | TOTAL | 21,100 | .10 | 170 |
| CHILD | TOTAL | 34,900 | .11 | 165 |
| | 6-11 | 20,700 | .11 | 165 |

## MIAMI (FT. LAUDERDALE)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,156,700 | 1.39 | 13 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 2,880,900 | 1.30 | 15 |
| | 18+ | 2,316,100 | 1.38 | 13 |
| | 18-49 | 1,280,300 | 1.18 | 17 |
| | 12-24 | 551,200 | 1.07 | 18 |
| | 12-34 | 1,002,800 | 1.11 | 18 |
| | 18-34 | 765,000 | 1.12 | 18 |
| WOMEN | TOTAL | 1,242,900 | 1.41 | 13 |
| | 18-49 | 657,500 | 1.21 | 17 |
| | 12-24 | 276,200 | 1.09 | 17 |
| | 18-34 | 390,800 | 1.14 | 18 |
| | 25-49 | 498,400 | 1.25 | 16 |
| | 25-54 | 580,300 | 1.27 | 16 |
| MEN | TOTAL | 1,073,200 | 1.34 | 14 |
| | 18-49 | 622,800 | 1.16 | 18 |
| | 18-34 | 374,200 | 1.09 | 19 |
| | 25-49 | 468,500 | 1.21 | 17 |
| | 25-54 | 542,200 | 1.23 | 16 |
| TEENS | TOTAL | 237,800 | 1.09 | 17 |
| CHILD | TOTAL | 327,000 | 1.01 | 19 |
| | 6-11 | 197,600 | 1.03 | 17 |

## MILWAUKEE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 685,900 | .82 | 29 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,817,800 | .82 | 28 |
| | 18+ | 1,366,200 | .81 | 29 |
| | 18-49 | 879,200 | .81 | 29 |
| | 12-24 | 428,000 | .83 | 28 |
| | 12-34 | 745,000 | .83 | 28 |
| | 18-34 | 557,200 | .81 | 29 |
| WOMEN | TOTAL | 716,500 | .82 | 29 |
| | 18-49 | 443,100 | .81 | 29 |
| | 12-24 | 211,900 | .84 | 27 |
| | 18-34 | 278,900 | .82 | 29 |
| | 25-49 | 323,400 | .81 | 29 |
| | 25-54 | 369,800 | .81 | 29 |
| MEN | TOTAL | 649,700 | .81 | 28 |
| | 18-49 | 436,100 | .81 | 29 |
| | 18-34 | 278,300 | .81 | 30 |
| | 25-49 | 315,600 | .81 | 29 |
| | 25-54 | 359,900 | .82 | 29 |
| TEENS | TOTAL | 187,800 | .86 | 26 |
| CHILD | TOTAL | 263,800 | .82 | 30 |
| | 6-11 | 154,700 | .81 | 31 |

## MINNEAPOLIS-ST. PAUL

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,141,700 | 1.37 | 14 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 3,022,000 | 1.36 | 13 |
| | 18+ | 2,265,500 | 1.35 | 14 |
| | 18-49 | 1,519,000 | 1.41 | 13 |
| | 12-24 | 732,000 | 1.43 | 12 |
| | 12-34 | 1,295,000 | 1.43 | 12 |
| | 18-34 | 985,900 | 1.44 | 12 |
| WOMEN | TOTAL | 1,175,000 | 1.34 | 15 |
| | 18-49 | 759,500 | 1.40 | 13 |
| | 12-24 | 362,700 | 1.44 | 12 |
| | 18-34 | 492,900 | 1.44 | 13 |
| | 25-49 | 548,200 | 1.38 | 13 |
| | 25-54 | 617,100 | 1.35 | 14 |
| MEN | TOTAL | 1,090,500 | 1.37 | 13 |
| | 18-49 | 759,500 | 1.42 | 13 |
| | 18-34 | 493,000 | 1.44 | 12 |
| | 25-49 | 547,900 | 1.41 | 13 |
| | 25-54 | 614,100 | 1.39 | 13 |
| TEENS | TOTAL | 309,100 | 1.41 | 12 |
| CHILD | TOTAL | 447,400 | 1.38 | 13 |
| | 6-11 | 267,600 | 1.37 | 13 |

## MINOT-BISMARCK-DICKINSON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 134,400 | .16 | 142 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 369,900 | .17 | 142 |
| | 18+ | 269,800 | .16 | 142 |
| | 18-49 | 172,500 | .16 | 143 |
| | 12-24 | 88,800 | .17 | 138 |
| | 12-34 | 151,300 | .17 | 140 |
| | 18-34 | 112,300 | .16 | 139 |
| WOMEN | TOTAL | 135,000 | .15 | 146 |
| | 18-49 | 83,800 | .15 | 144 |
| | 12-24 | 43,300 | .17 | 141 |
| | 18-34 | 53,900 | .16 | 145 |
| | 25-49 | 59,500 | .15 | 146 |
| | 25-54 | 67,900 | .15 | 148 |
| MEN | TOTAL | 134,800 | .17 | 140 |
| | 18-49 | 88,700 | .17 | 140 |
| | 18-34 | 58,400 | .17 | 135 |
| | 25-49 | 63,200 | .16 | 139 |
| | 25-54 | 71,800 | .16 | 139 |
| TEENS | TOTAL | 39,000 | .18 | 136 |
| CHILD | TOTAL | 61,100 | .19 | 135 |
| | 6-11 | 34,200 | .18 | 139 |

## MISSOULA-BUTTE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 116,100 | .14 | 154 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 304,700 | .14 | 153 |
| | 18+ | 230,400 | .14 | 153 |
| | 18-49 | 154,000 | .14 | 151 |
| | 12-24 | 73,800 | .14 | 152 |
| | 12-34 | 131,100 | .15 | 151 |
| | 18-34 | 101,400 | .15 | 149 |
| WOMEN | TOTAL | 116,100 | .13 | 155 |
| | 18-49 | 75,100 | .14 | 152 |
| | 12-24 | 35,900 | .14 | 152 |
| | 18-34 | 49,400 | .14 | 151 |
| | 25-49 | 53,600 | .13 | 152 |
| | 25-54 | 60,500 | .13 | 152 |
| MEN | TOTAL | 114,300 | .14 | 152 |
| | 18-49 | 78,900 | .15 | 151 |
| | 18-34 | 52,000 | .15 | 148 |
| | 25-49 | 56,300 | .15 | 151 |
| | 25-54 | 62,900 | .14 | 152 |
| TEENS | TOTAL | 29,700 | .14 | 153 |
| CHILD | TOTAL | 44,600 | .14 | 153 |
| | 6-11 | 25,900 | .14 | 156 |

# ADI MARKET POPULATION SUMMARY

## MOBILE-PENSACOLA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 399,700 | .48 | 61 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,110,500 | .50 | 58 |
| | 18+ | 807,600 | .48 | 60 |
| | 18-49 | 545,200 | .50 | 56 |
| | 12-24 | 272,200 | .53 | 54 |
| | 12-34 | 462,000 | .51 | 55 |
| | 18-34 | 342,700 | .50 | 55 |
| WOMEN | TOTAL | 420,200 | .48 | 60 |
| | 18-49 | 274,300 | .50 | 56 |
| | 12-24 | 133,400 | .53 | 55 |
| | 18-34 | 169,900 | .50 | 57 |
| | 25-49 | 199,300 | .50 | 56 |
| | 25-54 | 226,500 | .50 | 58 |
| MEN | TOTAL | 387,400 | .48 | 59 |
| | 18-49 | 270,900 | .50 | 56 |
| | 18-34 | 172,800 | .50 | 54 |
| | 25-49 | 193,000 | .50 | 57 |
| | 25-54 | 218,400 | .50 | 57 |
| TEENS | TOTAL | 119,300 | .55 | 54 |
| CHILD | TOTAL | 183,600 | .57 | 52 |
| | 6-11 | 107,400 | .56 | 53 |

## NASHVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 641,000 | .77 | 30 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,728,700 | .78 | 30 |
| | 18+ | 1,310,700 | .78 | 30 |
| | 18-49 | 848,500 | .79 | 30 |
| | 12-24 | 398,500 | .78 | 33 |
| | 12-34 | 698,000 | .77 | 33 |
| | 18-34 | 531,500 | .78 | 33 |
| WOMEN | TOTAL | 884,400 | .78 | 30 |
| | 18-49 | 424,400 | .78 | 31 |
| | 12-24 | 193,400 | .77 | 35 |
| | 18-34 | 262,700 | .77 | 34 |
| | 25-49 | 312,500 | .78 | 31 |
| | 25-54 | 356,600 | .78 | 31 |
| MEN | TOTAL | 626,300 | .78 | 30 |
| | 18-49 | 424,100 | .79 | 30 |
| | 18-34 | 268,800 | .78 | 32 |
| | 25-49 | 304,000 | .78 | 31 |
| | 25-54 | 344,000 | .78 | 31 |
| TEENS | TOTAL | 166,500 | .76 | 33 |
| CHILD | TOTAL | 251,500 | .78 | 34 |
| | 6-11 | 148,500 | .78 | 33 |

## NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 495,800 | .59 | 46 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,395,900 | .63 | 46 |
| | 18+ | 1,052,300 | .63 | 44 |
| | 18-49 | 729,300 | .67 | 40 |
| | 12-24 | 364,400 | .71 | 39 |
| | 12-34 | 616,600 | .68 | 39 |
| | 18-34 | 478,700 | .70 | 39 |
| WOMEN | TOTAL | 528,900 | .60 | 47 |
| | 18-49 | 348,500 | .64 | 44 |
| | 12-24 | 164,600 | .65 | 43 |
| | 18-34 | 221,300 | .65 | 41 |
| | 25-49 | 251,700 | .63 | 43 |
| | 25-54 | 285,200 | .63 | 45 |
| MEN | TOTAL | 523,400 | .66 | 42 |
| | 18-49 | 380,800 | .71 | 36 |
| | 18-34 | 257,400 | .75 | 34 |
| | 25-49 | 251,100 | .65 | 40 |
| | 25-54 | 281,900 | .64 | 42 |
| TEENS | TOTAL | 137,900 | .63 | 46 |
| CHILD | TOTAL | 205,700 | .64 | 44 |
| | 6-11 | 120,600 | .63 | 46 |

## MONROE-EL DORADO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 196,100 | .23 | 105 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 548,400 | .25 | 105 |
| | 18+ | 397,600 | .24 | 105 |
| | 18-49 | 242,900 | .22 | 112 |
| | 12-24 | 132,800 | .26 | 108 |
| | 12-34 | 214,000 | .24 | 112 |
| | 18-34 | 154,900 | .23 | 114 |
| WOMEN | TOTAL | 213,800 | .24 | 103 |
| | 18-49 | 125,700 | .23 | 110 |
| | 12-24 | 66,100 | .26 | 107 |
| | 18-34 | 78,900 | .23 | 113 |
| | 25-49 | 88,700 | .22 | 111 |
| | 25-54 | 103,000 | .23 | 109 |
| MEN | TOTAL | 183,800 | .23 | 111 |
| | 18-49 | 117,200 | .22 | 114 |
| | 18-34 | 76,000 | .22 | 113 |
| | 25-49 | 80,500 | .21 | 117 |
| | 25-54 | 92,800 | .21 | 113 |
| TEENS | TOTAL | 59,100 | .27 | 102 |
| CHILD | TOTAL | 91,700 | .28 | 99 |
| | 6-11 | 53,200 | .28 | 99 |

## NEW ORLEANS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 606,500 | .73 | 34 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,654,000 | .75 | 33 |
| | 18+ | 1,204,300 | .72 | 34 |
| | 18-49 | 825,800 | .76 | 33 |
| | 12-24 | 408,000 | .80 | 31 |
| | 12-34 | 713,700 | .79 | 30 |
| | 18-34 | 534,500 | .78 | 32 |
| WOMEN | TOTAL | 633,500 | .72 | 34 |
| | 18-49 | 420,100 | .77 | 32 |
| | 12-24 | 204,100 | .81 | 30 |
| | 18-34 | 270,500 | .79 | 30 |
| | 25-49 | 304,500 | .76 | 32 |
| | 25-54 | 343,700 | .75 | 32 |
| MEN | TOTAL | 570,800 | .71 | 35 |
| | 18-49 | 405,700 | .75 | 33 |
| | 18-34 | 264,000 | .77 | 33 |
| | 25-49 | 292,500 | .75 | 32 |
| | 25-54 | 328,600 | .75 | 32 |
| TEENS | TOTAL | 179,200 | .82 | 28 |
| CHILD | TOTAL | 270,500 | .84 | 28 |
| | 6-11 | 155,700 | .82 | 30 |

## NORTH PLATTE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 17,500 | .02 | 208 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 45,600 | .02 | 208 |
| | 18+ | 33,700 | .02 | 208 |
| | 18-49 | 20,800 | .02 | 208 |
| | 12-24 | 9,800 | .02 | 208 |
| | 12-34 | 17,300 | .02 | 208 |
| | 18-34 | 13,000 | .02 | 208 |
| WOMEN | TOTAL | 17,400 | .02 | 208 |
| | 18-49 | 10,400 | .02 | 208 |
| | 12-24 | 4,600 | .02 | 208 |
| | 18-34 | 6,600 | .02 | 208 |
| | 25-49 | 7,700 | .02 | 208 |
| | 25-54 | 8,900 | .02 | 208 |
| MEN | TOTAL | 16,300 | .02 | 207 |
| | 18-49 | 10,400 | .02 | 207 |
| | 18-34 | 6,400 | .02 | 208 |
| | 25-49 | 7,600 | .02 | 207 |
| | 25-54 | 8,700 | .02 | 207 |
| TEENS | TOTAL | 4,300 | .02 | 208 |
| CHILD | TOTAL | 7,600 | .02 | 207 |
| | 6-11 | 4,400 | .02 | 207 |

## MONTGOMERY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 169,700 | .20 | 119 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 473,900 | .21 | 115 |
| | 18+ | 346,900 | .21 | 117 |
| | 18-49 | 217,100 | .20 | 118 |
| | 12-24 | 112,800 | .22 | 117 |
| | 12-34 | 187,500 | .21 | 117 |
| | 18-34 | 137,400 | .20 | 119 |
| WOMEN | TOTAL | 187,100 | .21 | 115 |
| | 18-49 | 112,300 | .21 | 116 |
| | 12-24 | 56,600 | .22 | 113 |
| | 18-34 | 70,600 | .21 | 117 |
| | 25-49 | 80,300 | .20 | 114 |
| | 25-54 | 92,300 | .20 | 115 |
| MEN | TOTAL | 159,800 | .20 | 119 |
| | 18-49 | 104,800 | .20 | 122 |
| | 18-34 | 66,800 | .20 | 126 |
| | 25-49 | 74,100 | .19 | 124 |
| | 25-54 | 84,700 | .19 | 123 |
| TEENS | TOTAL | 50,100 | .23 | 111 |
| CHILD | TOTAL | 76,900 | .24 | 111 |
| | 6-11 | 45,900 | .24 | 111 |

## NEW YORK (POUGHKEEPSIE)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 6,457,900 | 7.74 | 1 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 17,026,600 | 7.67 | 1 |
| | 18+ | 13,125,700 | 7.82 | 1 |
| | 18-49 | 8,103,600 | 7.50 | 1 |
| | 12-24 | 3,625,600 | 7.06 | 1 |
| | 12-34 | 6,499,800 | 7.20 | 1 |
| | 18-34 | 4,836,600 | 7.07 | 1 |
| WOMEN | TOTAL | 7,072,900 | 8.05 | 1 |
| | 18-49 | 4,209,000 | 7.74 | 1 |
| | 12-24 | 1,818,100 | 7.20 | 1 |
| | 18-34 | 2,495,100 | 7.30 | 1 |
| | 25-49 | 3,209,500 | 8.06 | 1 |
| | 25-54 | 3,718,100 | 8.16 | 1 |
| MEN | TOTAL | 6,052,800 | 7.58 | 1 |
| | 18-49 | 3,894,600 | 7.26 | 1 |
| | 18-34 | 2,341,500 | 6.84 | 1 |
| | 25-49 | 2,931,700 | 7.57 | 1 |
| | 25-54 | 3,384,000 | 7.68 | 1 |
| TEENS | TOTAL | 1,663,200 | 7.61 | 1 |
| CHILD | TOTAL | 2,237,700 | 6.92 | 1 |
| | 6-11 | 1,344,800 | 7.04 | 1 |

## ODESSA-MIDLAND

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 132,100 | .16 | 145 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 358,300 | .16 | 145 |
| | 18+ | 259,300 | .15 | 148 |
| | 18-49 | 176,800 | .16 | 140 |
| | 12-24 | 85,000 | .17 | 144 |
| | 12-34 | 148,100 | .16 | 144 |
| | 18-34 | 111,500 | .16 | 141 |
| WOMEN | TOTAL | 132,000 | .15 | 150 |
| | 18-49 | 87,800 | .16 | 140 |
| | 12-24 | 41,900 | .17 | 143 |
| | 18-34 | 54,700 | .16 | 142 |
| | 25-49 | 63,900 | .16 | 138 |
| | 25-54 | 73,400 | .16 | 138 |
| MEN | TOTAL | 127,300 | .16 | 145 |
| | 18-49 | 89,000 | .17 | 139 |
| | 18-34 | 56,800 | .17 | 139 |
| | 25-49 | 64,500 | .17 | 137 |
| | 25-54 | 73,500 | .17 | 137 |
| TEENS | TOTAL | 36,600 | .17 | 142 |
| CHILD | TOTAL | 62,400 | .19 | 130 |
| | 6-11 | 35,200 | .18 | 135 |

# ADI MARKET POPULATION SUMMARY

## OKLAHOMA CITY

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 561,100 | .67 | 40 |
| PERSONS | 2+ | 1,424,400 | .64 | 44 |
| | 18+ | 1,085,200 | .65 | 42 |
| | 18-49 | 699,200 | .65 | 42 |
| | 12-24 | 331,500 | .65 | 44 |
| | 12-34 | 577,200 | .64 | 45 |
| | 18-34 | 448,800 | .66 | 41 |
| WOMEN | TOTAL | 567,300 | .65 | 41 |
| | 18-49 | 349,000 | .64 | 43 |
| | 12-24 | 162,300 | .64 | 44 |
| | 18-34 | 221,700 | .65 | 40 |
| | 25-49 | 249,300 | .63 | 46 |
| | 25-54 | 284,000 | .62 | 46 |
| MEN | TOTAL | 517,900 | .65 | 43 |
| | 18-49 | 350,200 | .65 | 42 |
| | 18-34 | 227,100 | .66 | 40 |
| | 25-49 | 246,800 | .64 | 43 |
| | 25-54 | 279,100 | .63 | 44 |
| TEENS | TOTAL | 128,400 | .59 | 48 |
| CHILD | TOTAL | 210,800 | .65 | 43 |
| | 6-11 | 120,900 | .63 | 45 |

## OTTUMWA-KIRKSVILLE

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 29,400 | .04 | 201 |
| PERSONS | 2+ | 76,400 | .03 | 202 |
| | 18+ | 59,800 | .04 | 201 |
| | 18-49 | 33,400 | .03 | 203 |
| | 12-24 | 17,900 | .03 | 202 |
| | 12-34 | 28,600 | .03 | 203 |
| | 18-34 | 22,200 | .03 | 202 |
| WOMEN | TOTAL | 31,700 | .04 | 200 |
| | 18-49 | 16,800 | .03 | 203 |
| | 12-24 | 8,900 | .04 | 202 |
| | 18-34 | 11,100 | .03 | 202 |
| | 25-49 | 11,100 | .03 | 205 |
| | 25-54 | 13,200 | .03 | 205 |
| MEN | TOTAL | 28,100 | .04 | 200 |
| | 18-49 | 16,600 | .03 | 203 |
| | 18-34 | 11,100 | .03 | 202 |
| | 25-49 | 10,800 | .03 | 205 |
| | 25-54 | 12,700 | .03 | 205 |
| TEENS | TOTAL | 6,400 | .03 | 204 |
| CHILD | TOTAL | 10,200 | .03 | 204 |
| | 6-11 | 6,000 | .03 | 204 |

## PANAMA CITY

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 63,700 | .08 | 176 |
| PERSONS | 2+ | 169,300 | .08 | 177 |
| | 18+ | 126,500 | .08 | 176 |
| | 18-49 | 78,300 | .07 | 179 |
| | 12-24 | 38,200 | .07 | 181 |
| | 12-34 | 64,100 | .07 | 180 |
| | 18-34 | 47,100 | .07 | 184 |
| WOMEN | TOTAL | 66,000 | .08 | 176 |
| | 18-49 | 39,700 | .07 | 177 |
| | 12-24 | 18,400 | .07 | 182 |
| | 18-34 | 23,500 | .07 | 182 |
| | 25-49 | 29,300 | .07 | 176 |
| | 25-54 | 34,100 | .07 | 175 |
| MEN | TOTAL | 60,500 | .08 | 180 |
| | 18-49 | 38,600 | .07 | 180 |
| | 18-34 | 23,600 | .07 | 183 |
| | 25-49 | 27,800 | .07 | 179 |
| | 25-54 | 32,100 | .07 | 177 |
| TEENS | TOTAL | 17,000 | .08 | 178 |
| CHILD | TOTAL | 25,800 | .08 | 178 |
| | 6-11 | 15,300 | .08 | 175 |

## OMAHA

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 341,800 | .41 | 70 |
| PERSONS | 2+ | 890,600 | .40 | 70 |
| | 18+ | 664,200 | .40 | 72 |
| | 18-49 | 420,200 | .39 | 71 |
| | 12-24 | 202,900 | .40 | 72 |
| | 12-34 | 356,000 | .39 | 72 |
| | 18-34 | 265,500 | .39 | 73 |
| WOMEN | TOTAL | 349,100 | .40 | 72 |
| | 18-49 | 211,700 | .39 | 70 |
| | 12-24 | 100,200 | .40 | 72 |
| | 18-34 | 133,700 | .39 | 72 |
| | 25-49 | 155,500 | .39 | 70 |
| | 25-54 | 177,600 | .39 | 70 |
| MEN | TOTAL | 315,100 | .39 | 72 |
| | 18-49 | 208,500 | .39 | 71 |
| | 18-34 | 131,800 | .38 | 74 |
| | 25-49 | 152,300 | .39 | 70 |
| | 25-54 | 172,900 | .39 | 70 |
| TEENS | TOTAL | 90,500 | .41 | 69 |
| CHILD | TOTAL | 135,900 | .42 | 67 |
| | 6-11 | 78,700 | .41 | 68 |

## PADUCAH-CAPE GIRARDEAU-HARRISBURG

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 336,400 | .40 | 72 |
| PERSONS | 2+ | 872,300 | .39 | 72 |
| | 18+ | 672,600 | .40 | 71 |
| | 18-49 | 394,300 | .36 | 76 |
| | 12-24 | 196,400 | .38 | 76 |
| | 12-34 | 328,700 | .36 | 76 |
| | 18-34 | 249,000 | .36 | 78 |
| WOMEN | TOTAL | 355,500 | .40 | 71 |
| | 18-49 | 197,900 | .36 | 76 |
| | 12-24 | 96,200 | .38 | 76 |
| | 18-34 | 123,100 | .36 | 78 |
| | 25-49 | 140,500 | .35 | 77 |
| | 25-54 | 163,000 | .36 | 76 |
| MEN | TOTAL | 317,100 | .40 | 71 |
| | 18-49 | 196,400 | .37 | 76 |
| | 18-34 | 125,900 | .37 | 78 |
| | 25-49 | 137,100 | .35 | 77 |
| | 25-54 | 157,200 | .36 | 76 |
| TEENS | TOTAL | 79,700 | .36 | 76 |
| CHILD | TOTAL | 120,000 | .37 | 78 |
| | 6-11 | 70,400 | .37 | 78 |

## PARKERSBURG

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 38,200 | .05 | 194 |
| PERSONS | 2+ | 101,100 | .05 | 196 |
| | 18+ | 75,600 | .05 | 195 |
| | 18-49 | 47,500 | .04 | 196 |
| | 12-24 | 22,000 | .04 | 198 |
| | 12-34 | 38,900 | .04 | 197 |
| | 18-34 | 28,700 | .04 | 198 |
| WOMEN | TOTAL | 40,400 | .05 | 195 |
| | 18-49 | 24,200 | .04 | 196 |
| | 12-24 | 11,000 | .04 | 198 |
| | 18-34 | 14,600 | .04 | 198 |
| | 25-49 | 18,200 | .05 | 193 |
| | 25-54 | 21,000 | .05 | 192 |
| MEN | TOTAL | 35,200 | .04 | 195 |
| | 18-49 | 23,300 | .04 | 196 |
| | 18-34 | 14,100 | .04 | 198 |
| | 25-49 | 17,500 | .05 | 195 |
| | 25-54 | 19,900 | .05 | 195 |
| TEENS | TOTAL | 10,200 | .05 | 194 |
| CHILD | TOTAL | 15,300 | .05 | 195 |
| | 6-11 | 9,100 | .05 | 194 |

## ORLANDO-DAYTONA BEACH

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 626,900 | .75 | 33 |
| PERSONS | 2+ | 1,574,700 | .71 | 37 |
| | 18+ | 1,228,700 | .73 | 33 |
| | 18-49 | 710,500 | .66 | 41 |
| | 12-24 | 341,900 | .67 | 42 |
| | 12-34 | 582,200 | .64 | 43 |
| | 18-34 | 435,400 | .64 | 45 |
| WOMEN | TOTAL | 645,900 | .73 | 33 |
| | 18-49 | 359,600 | .68 | 40 |
| | 12-24 | 166,300 | .66 | 42 |
| | 18-34 | 216,300 | .63 | 44 |
| | 25-49 | 264,900 | .67 | 40 |
| | 25-54 | 307,300 | .67 | 39 |
| MEN | TOTAL | 582,800 | .73 | 33 |
| | 18-49 | 350,900 | .65 | 41 |
| | 18-34 | 219,100 | .64 | 44 |
| | 25-49 | 250,500 | .65 | 41 |
| | 25-54 | 289,500 | .66 | 40 |
| TEENS | TOTAL | 146,800 | .67 | 41 |
| CHILD | TOTAL | 199,200 | .62 | 47 |
| | 6-11 | 122,100 | .64 | 44 |

## PALM SPRINGS

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 49,800 | .06 | 188 |
| PERSONS | 2+ | 133,500 | .06 | 188 |
| | 18+ | 99,800 | .06 | 188 |
| | 18-49 | 60,100 | .06 | 191 |
| | 12-24 | 28,800 | .06 | 191 |
| | 12-34 | 51,100 | .06 | 191 |
| | 18-34 | 38,200 | .06 | 191 |
| WOMEN | TOTAL | 51,900 | .06 | 189 |
| | 18-49 | 30,000 | .06 | 190 |
| | 12-24 | 14,300 | .06 | 190 |
| | 18-34 | 19,000 | .06 | 190 |
| | 25-49 | 22,100 | .06 | 189 |
| | 25-54 | 25,300 | .06 | 189 |
| MEN | TOTAL | 47,900 | .06 | 188 |
| | 18-49 | 30,100 | .06 | 191 |
| | 18-34 | 19,200 | .06 | 191 |
| | 25-49 | 22,100 | .06 | 189 |
| | 25-54 | 25,000 | .06 | 189 |
| TEENS | TOTAL | 12,900 | .06 | 187 |
| CHILD | TOTAL | 20,800 | .06 | 187 |
| | 6-11 | 12,100 | .06 | 187 |

## PEORIA

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 212,200 | .25 | 99 |
| PERSONS | 2+ | 561,200 | .25 | 102 |
| | 18+ | 424,200 | .25 | 100 |
| | 18-49 | 277,000 | .26 | 102 |
| | 12-24 | 136,100 | .27 | 107 |
| | 12-34 | 234,200 | .26 | 104 |
| | 18-34 | 181,500 | .27 | 103 |
| WOMEN | TOTAL | 223,500 | .25 | 100 |
| | 18-49 | 140,500 | .26 | 101 |
| | 12-24 | 68,900 | .27 | 102 |
| | 18-34 | 92,300 | .27 | 100 |
| | 25-49 | 97,400 | .24 | 102 |
| | 25-54 | 111,400 | .24 | 100 |
| MEN | TOTAL | 200,700 | .25 | 101 |
| | 18-49 | 136,500 | .25 | 105 |
| | 18-34 | 89,200 | .26 | 108 |
| | 25-49 | 96,200 | .25 | 102 |
| | 25-54 | 109,400 | .25 | 101 |
| TEENS | TOTAL | 52,700 | .24 | 107 |
| CHILD | TOTAL | 84,300 | .26 | 106 |
| | 6-11 | 48,400 | .25 | 107 |

# ADI MARKET POPULATION SUMMARY

## PHILADELPHIA (ALLENTOWN, READING & WILDWOOD)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 2,481,900 | 2.97 | 4 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 6,697,300 | 3.02 | 4 |
| | 18+ | 5,128,600 | 3.06 | 4 |
| | 18-49 | 3,165,800 | 2.93 | 4 |
| | 12-24 | 1,522,900 | 2.97 | 4 |
| | 12-34 | 2,636,100 | 2.92 | 4 |
| | 18-34 | 1,970,300 | 2.88 | 4 |
| WOMEN | TOTAL | 2,734,100 | 3.11 | 4 |
| | 18-49 | 1,619,700 | 2.98 | 4 |
| | 12-24 | 755,300 | 2.99 | 4 |
| | 18-34 | 998,500 | 2.92 | 4 |
| | 25-49 | 1,190,500 | 2.99 | 4 |
| | 25-54 | 1,384,100 | 3.04 | 4 |
| MEN | TOTAL | 2,394,500 | 3.00 | 4 |
| | 18-49 | 1,546,100 | 2.88 | 4 |
| | 18-34 | 971,800 | 2.84 | 4 |
| | 25-49 | 1,118,200 | 2.89 | 4 |
| | 25-54 | 1,293,700 | 2.94 | 4 |
| TEENS | TOTAL | 665,800 | 3.05 | 4 |
| CHILD | TOTAL | 902,900 | 2.79 | 4 |
| | 6-11 | 546,300 | 2.86 | 4 |

## PORTLAND, OR

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 814,100 | .98 | 22 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 2,025,600 | .91 | 25 |
| | 18+ | 1,543,900 | .92 | 24 |
| | 18-49 | 1,015,700 | .94 | 23 |
| | 12-24 | 440,900 | .86 | 26 |
| | 12-34 | 841,300 | .93 | 24 |
| | 18-34 | 654,600 | .96 | 23 |
| WOMEN | TOTAL | 798,000 | .91 | 24 |
| | 18-49 | 505,300 | .93 | 24 |
| | 12-24 | 217,800 | .86 | 26 |
| | 18-34 | 326,000 | .95 | 22 |
| | 25-49 | 378,400 | .95 | 24 |
| | 25-54 | 424,900 | .93 | 24 |
| MEN | TOTAL | 745,900 | .93 | 25 |
| | 18-49 | 510,400 | .95 | 23 |
| | 18-34 | 328,600 | .96 | 22 |
| | 25-49 | 383,100 | .99 | 21 |
| | 25-54 | 427,400 | .97 | 21 |
| TEENS | TOTAL | 186,700 | .85 | 27 |
| CHILD | TOTAL | 295,000 | .91 | 24 |
| | 6-11 | 169,900 | .89 | 25 |

## PROVIDENCE-NEW BEDFORD

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 557,500 | .67 | 41 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,482,200 | .67 | 41 |
| | 18+ | 1,139,700 | .68 | 40 |
| | 18-49 | 684,800 | .63 | 45 |
| | 12-24 | 338,600 | .66 | 43 |
| | 12-34 | 581,400 | .64 | 44 |
| | 18-34 | 435,500 | .64 | 44 |
| WOMEN | TOTAL | 611,500 | .70 | 38 |
| | 18-49 | 349,400 | .64 | 42 |
| | 12-24 | 169,400 | .67 | 41 |
| | 18-34 | 221,300 | .65 | 41 |
| | 25-49 | 251,500 | .63 | 44 |
| | 25-54 | 292,700 | .64 | 41 |
| MEN | TOTAL | 528,200 | .66 | 41 |
| | 18-49 | 335,400 | .63 | 46 |
| | 18-34 | 214,200 | .63 | 45 |
| | 25-49 | 240,600 | .62 | 45 |
| | 25-54 | 277,800 | .63 | 45 |
| TEENS | TOTAL | 145,900 | .67 | 43 |
| CHILD | TOTAL | 196,600 | .61 | 48 |
| | 6-11 | 119,500 | .63 | 47 |

## PHOENIX (FLAGSTAFF)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 774,300 | .93 | 25 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 2,044,600 | .92 | 24 |
| | 18+ | 1,532,700 | .91 | 29 |
| | 18-49 | 988,200 | .91 | 26 |
| | 12-24 | 473,400 | .92 | 24 |
| | 12-34 | 831,900 | .92 | 25 |
| | 18-34 | 632,800 | .92 | 25 |
| WOMEN | TOTAL | 788,800 | .90 | 25 |
| | 18-49 | 491,400 | .90 | 25 |
| | 12-24 | 231,900 | .92 | 24 |
| | 18-34 | 311,500 | .91 | 25 |
| | 25-49 | 357,400 | .90 | 25 |
| | 25-54 | 405,100 | .89 | 25 |
| MEN | TOTAL | 743,900 | .93 | 26 |
| | 18-49 | 496,800 | .93 | 26 |
| | 18-34 | 321,300 | .94 | 24 |
| | 25-49 | 356,500 | .92 | 25 |
| | 25-54 | 400,800 | .91 | 25 |
| TEENS | TOTAL | 199,100 | .91 | 24 |
| CHILD | TOTAL | 312,800 | .97 | 21 |
| | 6-11 | 182,700 | .96 | 21 |

## PORTLAND-POLAND SPRING

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 303,000 | .36 | 77 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 794,700 | .36 | 78 |
| | 18+ | 600,400 | .36 | 78 |
| | 18-49 | 368,800 | .34 | 79 |
| | 12-24 | 175,000 | .34 | 83 |
| | 12-34 | 311,500 | .35 | 80 |
| | 18-34 | 231,000 | .34 | 81 |
| WOMEN | TOTAL | 317,600 | .36 | 77 |
| | 18-49 | 186,200 | .34 | 79 |
| | 12-24 | 87,200 | .35 | 81 |
| | 18-34 | 116,700 | .34 | 81 |
| | 25-49 | 138,200 | .35 | 78 |
| | 25-54 | 158,800 | .35 | 78 |
| MEN | TOTAL | 282,800 | .35 | 78 |
| | 18-49 | 182,600 | .34 | 81 |
| | 18-34 | 114,300 | .33 | 82 |
| | 25-49 | 136,100 | .35 | 78 |
| | 25-54 | 155,100 | .35 | 78 |
| TEENS | TOTAL | 80,500 | .37 | 75 |
| CHILD | TOTAL | 113,800 | .35 | 83 |
| | 6-11 | 68,800 | .36 | 81 |

## QUINCY-HANNIBAL

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 117,200 | .14 | 153 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 307,200 | .14 | 152 |
| | 18+ | 236,000 | .14 | 152 |
| | 18-49 | 136,600 | .13 | 156 |
| | 12-24 | 69,900 | .14 | 154 |
| | 12-34 | 116,000 | .13 | 155 |
| | 18-34 | 87,300 | .13 | 156 |
| WOMEN | TOTAL | 124,200 | .14 | 152 |
| | 18-49 | 67,700 | .12 | 156 |
| | 12-24 | 34,100 | .13 | 154 |
| | 18-34 | 42,700 | .12 | 155 |
| | 25-49 | 47,600 | .12 | 156 |
| | 25-54 | 55,500 | .12 | 156 |
| MEN | TOTAL | 111,800 | .14 | 153 |
| | 18-49 | 68,900 | .13 | 156 |
| | 18-34 | 44,600 | .13 | 157 |
| | 25-49 | 47,800 | .12 | 156 |
| | 25-54 | 55,100 | .13 | 156 |
| TEENS | TOTAL | 28,700 | .13 | 155 |
| CHILD | TOTAL | 42,500 | .13 | 159 |
| | 6-11 | 24,700 | .13 | 158 |

## PITTSBURGH

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,229,600 | 1.47 | 12 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 3,226,000 | 1.45 | 12 |
| | 18+ | 2,506,200 | 1.49 | 12 |
| | 18-49 | 1,478,900 | 1.37 | 14 |
| | 12-24 | 716,400 | 1.40 | 13 |
| | 12-34 | 1,236,400 | 1.37 | 14 |
| | 18-34 | 931,900 | 1.36 | 14 |
| WOMEN | TOTAL | 1,331,700 | 1.51 | 11 |
| | 18-49 | 753,300 | 1.38 | 14 |
| | 12-24 | 354,900 | 1.40 | 13 |
| | 18-34 | 468,500 | 1.37 | 14 |
| | 25-49 | 546,600 | 1.37 | 14 |
| | 25-54 | 644,400 | 1.41 | 13 |
| MEN | TOTAL | 1,174,500 | 1.47 | 12 |
| | 18-49 | 725,600 | 1.35 | 15 |
| | 18-34 | 463,400 | 1.35 | 15 |
| | 25-49 | 520,400 | 1.34 | 15 |
| | 25-54 | 608,400 | 1.38 | 14 |
| TEENS | TOTAL | 304,500 | 1.39 | 14 |
| CHILD | TOTAL | 415,300 | 1.28 | 14 |
| | 6-11 | 251,100 | 1.31 | 14 |

## PRESQUE ISLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 29,500 | .04 | 200 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 84,000 | .04 | 199 |
| | 18+ | 60,700 | .04 | 199 |
| | 18-49 | 39,900 | .04 | 200 |
| | 12-24 | 21,000 | .04 | 200 |
| | 12-34 | 35,100 | .04 | 200 |
| | 18-34 | 25,500 | .04 | 200 |
| WOMEN | TOTAL | 30,700 | .03 | 201 |
| | 18-49 | 19,400 | .04 | 200 |
| | 12-24 | 9,900 | .04 | 200 |
| | 18-34 | 12,100 | .04 | 200 |
| | 25-49 | 14,200 | .04 | 199 |
| | 25-54 | 16,300 | .04 | 198 |
| MEN | TOTAL | 30,000 | .04 | 199 |
| | 18-49 | 20,500 | .04 | 199 |
| | 18-34 | 13,400 | .04 | 200 |
| | 25-49 | 14,300 | .04 | 199 |
| | 25-54 | 16,300 | .04 | 198 |
| TEENS | TOTAL | 9,600 | .04 | 196 |
| CHILD | TOTAL | 13,700 | .04 | 199 |
| | 6-11 | 8,100 | .04 | 198 |

## RALEIGH-DURHAM (FAYETTEVILLE, NC)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 576,100 | .69 | 38 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,590,800 | .72 | 36 |
| | 18+ | 1,200,100 | .72 | 35 |
| | 18-49 | 832,100 | .77 | 32 |
| | 12-24 | 409,200 | .80 | 30 |
| | 12-34 | 705,200 | .78 | 31 |
| | 18-34 | 549,700 | .80 | 30 |
| WOMEN | TOTAL | 622,300 | .71 | 37 |
| | 18-49 | 411,700 | .76 | 33 |
| | 12-24 | 195,000 | .77 | 32 |
| | 18-34 | 266,500 | .78 | 32 |
| | 25-49 | 293,400 | .74 | 33 |
| | 25-54 | 332,600 | .73 | 34 |
| MEN | TOTAL | 577,800 | .72 | 34 |
| | 18-49 | 420,400 | .78 | 31 |
| | 18-34 | 283,200 | .83 | 27 |
| | 25-49 | 285,000 | .74 | 33 |
| | 25-54 | 320,100 | .73 | 33 |
| TEENS | TOTAL | 155,500 | .71 | 38 |
| CHILD | TOTAL | 235,200 | .73 | 37 |
| | 6-11 | 139,500 | .73 | 38 |

# ADI MARKET POPULATION SUMMARY

## RAPID CITY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 93,700 | .11 | 161 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 256,300 | .12 | 162 |
| | 18+ | 187,300 | .11 | 162 |
| | 18-49 | 126,500 | .12 | 158 |
| | 12-24 | 62,400 | .12 | 159 |
| | 12-34 | 110,600 | .12 | 158 |
| | 18-34 | 84,700 | .12 | 158 |
| WOMEN | TOTAL | 92,700 | .11 | 161 |
| | 18-49 | 60,400 | .11 | 161 |
| | 12-24 | 30,000 | .12 | 159 |
| | 18-34 | 39,800 | .12 | 159 |
| | 25-49 | 43,300 | .11 | 161 |
| | 25-54 | 49,200 | .11 | 161 |
| MEN | TOTAL | 94,600 | .12 | 159 |
| | 18-49 | 66,100 | .12 | 158 |
| | 18-34 | 44,900 | .13 | 156 |
| | 25-49 | 46,700 | .12 | 157 |
| | 25-54 | 52,800 | .12 | 157 |
| TEENS | TOTAL | 25,900 | .12 | 161 |
| CHILD | TOTAL | 43,100 | .13 | 157 |
| | 6-11 | 23,800 | .12 | 159 |

## ROANOKE-LYNCHBURG

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 359,700 | .43 | 66 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 984,300 | .44 | 65 |
| | 18+ | 756,600 | .45 | 63 |
| | 18-49 | 478,200 | .44 | 66 |
| | 12-24 | 229,400 | .45 | 66 |
| | 12-34 | 392,200 | .43 | 66 |
| | 18-34 | 297,900 | .44 | 66 |
| WOMEN | TOTAL | 397,000 | .45 | 62 |
| | 18-49 | 240,500 | .44 | 65 |
| | 12-24 | 113,500 | .45 | 66 |
| | 18-34 | 148,900 | .44 | 66 |
| | 25-49 | 173,300 | .44 | 64 |
| | 25-54 | 200,000 | .44 | 65 |
| MEN | TOTAL | 359,600 | .45 | 64 |
| | 18-49 | 237,700 | .44 | 65 |
| | 18-34 | 149,000 | .43 | 66 |
| | 25-49 | 169,800 | .44 | 65 |
| | 25-54 | 194,700 | .44 | 65 |
| TEENS | TOTAL | 94,300 | .43 | 67 |
| CHILD | TOTAL | 133,400 | .41 | 68 |
| | 6-11 | 81,700 | .43 | 67 |

## ROCKFORD

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 188,100 | .23 | 109 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 497,800 | .22 | 114 |
| | 18+ | 368,500 | .22 | 113 |
| | 18-49 | 238,300 | .22 | 114 |
| | 12-24 | 114,000 | .22 | 115 |
| | 12-34 | 199,400 | .22 | 115 |
| | 18-34 | 146,900 | .21 | 116 |
| WOMEN | TOTAL | 192,400 | .22 | 113 |
| | 18-49 | 119,900 | .22 | 113 |
| | 12-24 | 56,600 | .22 | 113 |
| | 18-34 | 74,000 | .22 | 116 |
| | 25-49 | 89,000 | .22 | 110 |
| | 25-54 | 101,500 | .22 | 112 |
| MEN | TOTAL | 176,100 | .22 | 114 |
| | 18-49 | 118,400 | .22 | 113 |
| | 18-34 | 72,900 | .21 | 115 |
| | 25-49 | 87,800 | .23 | 109 |
| | 25-54 | 99,900 | .23 | 109 |
| TEENS | TOTAL | 52,500 | .24 | 108 |
| CHILD | TOTAL | 76,800 | .24 | 112 |
| | 6-11 | 46,400 | .24 | 110 |

## RENO

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 158,200 | .19 | 125 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 389,100 | .18 | 138 |
| | 18+ | 304,000 | .18 | 135 |
| | 18-49 | 206,600 | .19 | 123 |
| | 12-24 | 85,800 | .17 | 143 |
| | 12-34 | 164,100 | .18 | 131 |
| | 18-34 | 128,700 | .19 | 128 |
| WOMEN | TOTAL | 149,500 | .17 | 139 |
| | 18-49 | 99,400 | .18 | 127 |
| | 12-24 | 41,700 | .17 | 144 |
| | 18-34 | 61,800 | .18 | 129 |
| | 25-49 | 74,900 | .19 | 124 |
| | 25-54 | 84,500 | .19 | 125 |
| MEN | TOTAL | 154,500 | .19 | 125 |
| | 18-49 | 107,200 | .20 | 119 |
| | 18-34 | 66,900 | .20 | 124 |
| | 25-49 | 81,300 | .21 | 114 |
| | 25-54 | 91,200 | .21 | 116 |
| TEENS | TOTAL | 35,400 | .16 | 145 |
| CHILD | TOTAL | 49,700 | .15 | 149 |
| | 6-11 | 29,200 | .15 | 149 |

## ROCHESTER, NY

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 337,500 | .40 | 71 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 897,400 | .40 | 69 |
| | 18+ | 680,300 | .41 | 70 |
| | 18-49 | 441,000 | .41 | 68 |
| | 12-24 | 214,100 | .42 | 70 |
| | 12-34 | 372,900 | .41 | 69 |
| | 18-34 | 281,000 | .41 | 68 |
| WOMEN | TOTAL | 359,100 | .41 | 70 |
| | 18-49 | 224,000 | .41 | 67 |
| | 12-24 | 106,000 | .42 | 70 |
| | 18-34 | 142,500 | .42 | 68 |
| | 25-49 | 162,800 | .41 | 67 |
| | 25-54 | 186,100 | .41 | 67 |
| MEN | TOTAL | 321,200 | .40 | 70 |
| | 18-49 | 217,000 | .40 | 69 |
| | 18-34 | 138,500 | .40 | 70 |
| | 25-49 | 156,000 | .40 | 69 |
| | 25-54 | 178,100 | .40 | 69 |
| TEENS | TOTAL | 91,900 | .42 | 68 |
| CHILD | TOTAL | 125,200 | .39 | 74 |
| | 6-11 | 76,300 | .40 | 71 |

## ROSWELL

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 54,700 | .07 | 184 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 148,300 | .07 | 183 |
| | 18+ | 107,400 | .06 | 185 |
| | 18-49 | 66,800 | .06 | 188 |
| | 12-24 | 34,100 | .07 | 185 |
| | 12-34 | 57,400 | .06 | 186 |
| | 18-34 | 41,700 | .06 | 188 |
| WOMEN | TOTAL | 55,800 | .06 | 184 |
| | 18-49 | 33,500 | .06 | 186 |
| | 12-24 | 16,700 | .07 | 185 |
| | 18-34 | 20,700 | .06 | 188 |
| | 25-49 | 24,500 | .06 | 185 |
| | 25-54 | 28,600 | .06 | 182 |
| MEN | TOTAL | 51,600 | .06 | 184 |
| | 18-49 | 33,300 | .06 | 187 |
| | 18-34 | 21,000 | .06 | 187 |
| | 25-49 | 23,900 | .06 | 186 |
| | 25-54 | 27,400 | .06 | 185 |
| TEENS | TOTAL | 15,700 | .07 | 180 |
| CHILD | TOTAL | 25,200 | .08 | 180 |
| | 6-11 | 14,300 | .07 | 180 |

## RICHMOND (CHARLOTTESVILLE)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 435,900 | .52 | 56 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,181,300 | .53 | 56 |
| | 18+ | 905,300 | .54 | 55 |
| | 18-49 | 596,100 | .55 | 52 |
| | 12-24 | 278,100 | .54 | 52 |
| | 12-34 | 495,400 | .55 | 51 |
| | 18-34 | 379,400 | .55 | 50 |
| WOMEN | TOTAL | 478,500 | .54 | 54 |
| | 18-49 | 303,600 | .56 | 52 |
| | 12-24 | 139,600 | .55 | 51 |
| | 18-34 | 192,900 | .56 | 50 |
| | 25-49 | 221,000 | .55 | 51 |
| | 25-54 | 251,800 | .55 | 52 |
| MEN | TOTAL | 426,800 | .53 | 55 |
| | 18-49 | 292,500 | .55 | 52 |
| | 18-34 | 186,500 | .54 | 50 |
| | 25-49 | 213,000 | .55 | 51 |
| | 25-54 | 241,000 | .55 | 52 |
| TEENS | TOTAL | 116,000 | .53 | 56 |
| CHILD | TOTAL | 160,000 | .50 | 62 |
| | 6-11 | 96,800 | .51 | 59 |

## ROCHESTER-MASON CITY-AUSTIN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 140,700 | .17 | 141 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 363,500 | .16 | 144 |
| | 18+ | 274,100 | .16 | 141 |
| | 18-49 | 162,800 | .15 | 149 |
| | 12-24 | 80,000 | .16 | 149 |
| | 12-34 | 137,500 | .15 | 148 |
| | 18-34 | 101,000 | .15 | 151 |
| WOMEN | TOTAL | 144,500 | .16 | 141 |
| | 18-49 | 82,300 | .15 | 148 |
| | 12-24 | 39,900 | .16 | 147 |
| | 18-34 | 50,900 | .15 | 149 |
| | 25-49 | 60,000 | .15 | 144 |
| | 25-54 | 69,100 | .15 | 145 |
| MEN | TOTAL | 129,600 | .16 | 144 |
| | 18-49 | 80,500 | .15 | 149 |
| | 18-34 | 50,100 | .15 | 150 |
| | 25-49 | 59,300 | .15 | 145 |
| | 25-54 | 68,100 | .15 | 143 |
| TEENS | TOTAL | 36,500 | .17 | 143 |
| CHILD | TOTAL | 52,900 | .16 | 145 |
| | 6-11 | 30,900 | .16 | 146 |

## SACRAMENTO-STOCKTON (MODESTO)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 851,200 | 1.02 | 21 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 2,153,000 | .97 | 21 |
| | 18+ | 1,638,500 | .98 | 22 |
| | 18-49 | 1,080,100 | 1.00 | 20 |
| | 12-24 | 492,700 | .96 | 21 |
| | 12-34 | 894,600 | .99 | 20 |
| | 18-34 | 689,500 | 1.01 | 20 |
| WOMEN | TOTAL | 842,600 | .96 | 22 |
| | 18-49 | 541,600 | 1.00 | 20 |
| | 12-24 | 242,500 | .96 | 21 |
| | 18-34 | 343,500 | 1.01 | 20 |
| | 25-49 | 398,900 | 1.00 | 20 |
| | 25-54 | 453,000 | .99 | 21 |
| MEN | TOTAL | 795,900 | 1.00 | 21 |
| | 18-49 | 538,500 | 1.00 | 21 |
| | 18-34 | 346,000 | 1.01 | 21 |
| | 25-49 | 393,600 | 1.02 | 20 |
| | 25-54 | 445,700 | 1.01 | 20 |
| TEENS | TOTAL | 205,100 | .94 | 23 |
| CHILD | TOTAL | 309,400 | .96 | 23 |
| | 6-11 | 179,400 | .94 | 22 |

# ADI MARKET POPULATION SUMMARY

## ST. JOSEPH

TV HOUSEHOLDS 49,500 .08 190

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 125,600 | .06 | 190 |
| | 18+ | 97,100 | .08 | 189 |
| | 18-49 | 55,100 | .05 | 192 |
| | 12-24 | 28,800 | .06 | 191 |
| | 12-34 | 47,300 | .05 | 192 |
| | 18-34 | 35,600 | .05 | 193 |
| WOMEN | TOTAL | 52,100 | .06 | 188 |
| | 18-49 | 27,800 | .05 | 192 |
| | 12-24 | 14,300 | .06 | 190 |
| | 18-34 | 17,700 | .05 | 193 |
| | 25-49 | 19,200 | .05 | 191 |
| | 25-54 | 22,400 | .05 | 191 |
| MEN | TOTAL | 45,000 | .06 | 191 |
| | 18-49 | 27,300 | .05 | 192 |
| | 18-34 | 17,900 | .05 | 193 |
| | 25-49 | 18,800 | .05 | 192 |
| | 25-54 | 21,700 | .05 | 191 |
| TEENS | TOTAL | 11,700 | .05 | 191 |
| CHILD | TOTAL | 16,800 | .05 | 193 |
| | 6-11 | 9,500 | .05 | 193 |

## SALISBURY

TV HOUSEHOLDS 81,500 .10 165

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 215,400 | .10 | 167 |
| | 18+ | 165,500 | .10 | 165 |
| | 18-49 | 98,200 | .09 | 168 |
| | 12-24 | 47,900 | .09 | 169 |
| | 12-34 | 82,200 | .09 | 169 |
| | 18-34 | 60,700 | .09 | 168 |
| WOMEN | TOTAL | 87,700 | .10 | 165 |
| | 18-49 | 49,900 | .09 | 166 |
| | 12-24 | 24,100 | .10 | 169 |
| | 18-34 | 30,700 | .09 | 168 |
| | 25-49 | 36,500 | .09 | 166 |
| | 25-54 | 42,800 | .09 | 165 |
| MEN | TOTAL | 77,800 | .10 | 166 |
| | 18-49 | 48,300 | .09 | 168 |
| | 18-34 | 30,000 | .09 | 168 |
| | 25-49 | 35,300 | .09 | 166 |
| | 25-54 | 40,900 | .09 | 166 |
| TEENS | TOTAL | 21,500 | .10 | 169 |
| CHILD | TOTAL | 28,400 | .09 | 173 |
| | 6-11 | 16,900 | .09 | 173 |

## SAN ANTONIO

TV HOUSEHOLDS 502,700 .60 45

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 1,456,000 | .66 | 42 |
| | 18+ | 1,050,700 | .63 | 46 |
| | 18-49 | 688,100 | .64 | 44 |
| | 12-24 | 351,300 | .68 | 40 |
| | 12-34 | 596,000 | .66 | 41 |
| | 18-34 | 439,400 | .64 | 42 |
| WOMEN | TOTAL | 551,900 | .63 | 44 |
| | 18-49 | 349,600 | .64 | 41 |
| | 12-24 | 171,300 | .68 | 39 |
| | 18-34 | 219,800 | .64 | 43 |
| | 25-49 | 255,CCO | .64 | 42 |
| | 25-54 | 289,900 | .64 | 43 |
| MEN | TOTAL | 498,800 | .62 | 46 |
| | 18-49 | 338,500 | .63 | 45 |
| | 18-34 | 219,600 | .64 | 43 |
| | 25-49 | 238,400 | .62 | 46 |
| | 25-54 | 270,400 | .61 | 46 |
| TEENS | TOTAL | 156,600 | .72 | 37 |
| CHILD | TOTAL | 248,700 | .77 | 35 |
| | 6-11 | 147,100 | .77 | 34 |

## ST. LOUIS

TV HOUSEHOLDS 1,040,600 1.25 18

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 2,763,000 | 1.25 | 17 |
| | 18+ | 2,076,700 | 1.24 | 17 |
| | 18-49 | 1,294,000 | 1.20 | 16 |
| | 12-24 | 621,000 | 1.21 | 16 |
| | 12-34 | 1,079,900 | 1.20 | 16 |
| | 18-34 | 798,300 | 1.17 | 17 |
| WOMEN | TOTAL | 1,108,100 | 1.26 | 17 |
| | 18-49 | 662,700 | 1.22 | 16 |
| | 12-24 | 309,600 | 1.23 | 15 |
| | 18-34 | 406,400 | 1.19 | 17 |
| | 25-49 | 491,100 | 1.23 | 17 |
| | 25-54 | 563,900 | 1.24 | 17 |
| MEN | TOTAL | 968,600 | 1.21 | 17 |
| | 18-49 | 631,300 | 1.18 | 17 |
| | 18-34 | 391,900 | 1.14 | 17 |
| | 25-49 | 463,500 | 1.20 | 18 |
| | 25-54 | 531,200 | 1.21 | 17 |
| TEENS | TOTAL | 281,600 | 1.29 | 15 |
| CHILD | TOTAL | 406,700 | 1.26 | 15 |
| | 6-11 | 239,100 | 1.25 | 15 |

## SALT LAKE CITY (MILES CITY & ROCK SPRINGS)

TV HOUSEHOLDS 533,400 .64 42

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 1,610,900 | .73 | 35 |
| | 18+ | 1,102,500 | .66 | 41 |
| | 18-49 | 789,900 | .73 | 35 |
| | 12-24 | 407,900 | .79 | 32 |
| | 12-34 | 701,700 | .78 | 32 |
| | 18-34 | 537,300 | .79 | 31 |
| WOMEN | TOTAL | 561,500 | .64 | 42 |
| | 18-49 | 393,200 | .72 | 37 |
| | 12-24 | 203,800 | .81 | 31 |
| | 18-34 | 267,000 | .78 | 31 |
| | 25-49 | 269,800 | .68 | 39 |
| | 25-54 | 301,000 | .66 | 40 |
| MEN | TOTAL | 541,000 | .68 | 40 |
| | 18-49 | 396,700 | .74 | 34 |
| | 18-34 | 270,300 | .79 | 31 |
| | 25-49 | 276,600 | .71 | 35 |
| | 25-54 | 337,200 | .70 | 36 |
| TEENS | TOTAL | 164,400 | .75 | 34 |
| CHILD | TOTAL | 344,000 | 1.06 | 17 |
| | 6-11 | 177,200 | .93 | 23 |

## SAN DIEGO

TV HOUSEHOLDS 723,400 .87 26

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 1,889,000 | .85 | 26 |
| | 18+ | 1,475,900 | .88 | 26 |
| | 18-49 | 1,010,900 | .94 | 25 |
| | 12-24 | 480,900 | .94 | 23 |
| | 12-34 | 850,700 | .94 | 23 |
| | 18-34 | 689,400 | 1.01 | 21 |
| WOMEN | TOTAL | 727,300 | .83 | 27 |
| | 18-49 | 468,200 | .86 | 26 |
| | 12-24 | 209,400 | .83 | 28 |
| | 18-34 | 306,900 | .90 | 26 |
| | 25-49 | 337,400 | .85 | 26 |
| | 25-54 | 380,400 | .83 | 26 |
| MEN | TOTAL | 748,600 | .94 | 24 |
| | 18-49 | 542,700 | 1.01 | 20 |
| | 18-34 | 382,500 | 1.12 | 18 |
| | 25-49 | 353,900 | .91 | 26 |
| | 25-54 | 394,400 | .90 | 26 |
| TEENS | TOTAL | 161,300 | .74 | 36 |
| CHILD | TOTAL | 251,800 | .78 | 33 |
| | 6-11 | 146,500 | .77 | 35 |

## SALINAS-MONTEREY

TV HOUSEHOLDS 184,800 .22 110

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 503,400 | .23 | 112 |
| | 18+ | 387,800 | .23 | 109 |
| | 18-49 | 263,400 | .24 | 108 |
| | 12-24 | 120,700 | .24 | 112 |
| | 12-34 | 224,200 | .25 | 110 |
| | 18-34 | 180,400 | .26 | 104 |
| WOMEN | TOTAL | 194,000 | .22 | 112 |
| | 18-49 | 124,800 | .23 | 111 |
| | 12-24 | 55,600 | .22 | 116 |
| | 18-34 | 83,500 | .24 | 106 |
| | 25-49 | 90,500 | .23 | 109 |
| | 25-54 | 101,900 | .22 | 110 |
| MEN | TOTAL | 193,800 | .24 | 107 |
| | 18-49 | 138,600 | .26 | 103 |
| | 18-34 | 96,900 | .28 | 101 |
| | 25-49 | 96,000 | .25 | 103 |
| | 25-54 | 106,700 | .24 | 106 |
| TEENS | TOTAL | 43,800 | .20 | 123 |
| CHILD | TOTAL | 71,800 | .22 | 115 |
| | 6-11 | 40,400 | .21 | 120 |

## SAN ANGELO

TV HOUSEHOLDS 35,900 .04 196

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 96,100 | .04 | 197 |
| | 18+ | 72,900 | .04 | 196 |
| | 18-49 | 47,100 | .04 | 197 |
| | 12-24 | 24,200 | .05 | 196 |
| | 12-34 | 40,400 | .04 | 196 |
| | 18-34 | 31,200 | .05 | 194 |
| WOMEN | TOTAL | 38,300 | .04 | 196 |
| | 18-49 | 23,700 | .04 | 197 |
| | 12-24 | 12,200 | .05 | 195 |
| | 18-34 | 15,500 | .05 | 196 |
| | 25-49 | 16,100 | .04 | 197 |
| | 25-54 | 18,500 | .04 | 197 |
| MEN | TOTAL | 34,600 | .04 | 196 |
| | 18-49 | 23,400 | .04 | 195 |
| | 18-34 | 15,700 | .05 | 194 |
| | 25-49 | 16,000 | .04 | 196 |
| | 25-54 | 18,100 | .04 | 196 |
| TEENS | TOTAL | 9,200 | .04 | 198 |
| CHILD | TOTAL | 14,000 | .04 | 197 |
| | 6-11 | 7,700 | .04 | 199 |

## SAN FRANCISCO (SAN JOSE & SANTA ROSA)

TV HOUSEHOLDS 1,998,500 2.39 5

| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|
| PERSONS | 2+ | 4,942,200 | 2.23 | 6 |
| | 18+ | 3,882,700 | 2.31 | 6 |
| | 18-49 | 2,606,300 | 2.41 | 5 |
| | 12-24 | 1,070,200 | 2.09 | 7 |
| | 12-34 | 2,071,100 | 2.29 | 6 |
| | 18-34 | 1,631,200 | 2.38 | 5 |
| WOMEN | TOTAL | 2,001,300 | 2.28 | 6 |
| | 18-49 | 1,293,800 | 2.38 | 5 |
| | 12-24 | 525,500 | 2.08 | 7 |
| | 18-34 | 807,300 | 2.36 | 6 |
| | 25-49 | 984,100 | 2.47 | 5 |
| | 25-54 | 1,109,600 | 2.43 | 5 |
| MEN | TOTAL | 1,881,400 | 2.36 | 5 |
| | 18-49 | 1,312,500 | 2.45 | 5 |
| | 18-34 | 823,900 | 2.41 | 5 |
| | 25-49 | 991,900 | 2.56 | 5 |
| | 25-54 | 1,113,300 | 2.53 | 5 |
| TEENS | TOTAL | 439,900 | 2.01 | 7 |
| CHILD | TOTAL | 619,600 | 1.92 | 7 |
| | 6-11 | 367,900 | 1.93 | 7 |

# ADI MARKET POPULATION SUMMARY

## SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 176,000 | .21 | 116 |
| PERSONS | 2+ | | 448,700 | .20 | 119 |
| | 18+ | | 358,800 | .21 | 115 |
| | 18-49 | | 237,200 | .22 | 115 |
| | 12-24 | | 114,900 | .22 | 114 |
| | 12-34 | | 199,600 | .22 | 114 |
| | 18-34 | | 162,500 | .24 | 112 |
| WOMEN | TOTAL | | 181,100 | .21 | 116 |
| | 18-49 | | 113,400 | .21 | 115 |
| | 12-24 | | 55,000 | .22 | 117 |
| | 18-34 | | 76,200 | .22 | 114 |
| | 25-49 | | 76,500 | .19 | 120 |
| | 25-54 | | 87,200 | .19 | 120 |
| MEN | TOTAL | | 177,700 | .22 | 113 |
| | 18-49 | | 123,800 | .23 | 111 |
| | 18-34 | | 86,300 | .25 | 110 |
| | 25-49 | | 82,900 | .21 | 112 |
| | 25-54 | | 92,700 | .21 | 114 |
| TEENS | TOTAL | | 37,100 | .17 | 141 |
| CHILD | TOTAL | | 52,800 | .16 | 146 |
| | 6-11 | | 31,100 | .16 | 145 |

## SELMA

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 17,600 | .02 | 207 |
| PERSONS | 2+ | | 51,000 | .02 | 206 |
| | 18+ | | 35,600 | .02 | 206 |
| | 18-49 | | 22,000 | .02 | 207 |
| | 12-24 | | 12,600 | .02 | 206 |
| | 12-34 | | 20,200 | .02 | 206 |
| | 18-34 | | 14,000 | .02 | 207 |
| WOMEN | TOTAL | | 19,800 | .02 | 206 |
| | 18-49 | | 11,800 | .02 | 206 |
| | 12-24 | | 6,400 | .03 | 206 |
| | 18-34 | | 7,400 | .02 | 207 |
| | 25-49 | | 8,500 | .02 | 207 |
| | 25-54 | | 9,700 | .02 | 207 |
| MEN | TOTAL | | 15,800 | .02 | 208 |
| | 18-49 | | 10,200 | .02 | 208 |
| | 18-34 | | 6,600 | .02 | 207 |
| | 25-49 | | 7,100 | .02 | 208 |
| | 25-54 | | 8,200 | .02 | 208 |
| TEENS | TOTAL | | 6,200 | .03 | 205 |
| CHILD | TOTAL | | 9,200 | .03 | 206 |
| | 6-11 | | 5,300 | .03 | 206 |

## SIOUX FALLS-MITCHELL

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 231,800 | .28 | 95 |
| PERSONS | 2+ | | 616,000 | .28 | 96 |
| | 18+ | | 462,000 | .28 | 96 |
| | 18-49 | | 269,900 | .25 | 106 |
| | 12-24 | | 141,400 | .28 | 102 |
| | 12-34 | | 235,000 | .26 | 103 |
| | 18-34 | | 174,200 | .25 | 107 |
| WOMEN | TOTAL | | 239,100 | .27 | 96 |
| | 18-49 | | 133,700 | .25 | 104 |
| | 12-24 | | 69,600 | .28 | 101 |
| | 18-34 | | 84,900 | .25 | 105 |
| | 25-49 | | 94,200 | .24 | 105 |
| | 25-54 | | 110,000 | .24 | 102 |
| MEN | TOTAL | | 222,900 | .28 | 97 |
| | 18-49 | | 136,200 | .25 | 107 |
| | 18-34 | | 89,300 | .26 | 107 |
| | 25-49 | | 95,100 | .25 | 106 |
| | 25-54 | | 110,000 | .25 | 100 |
| TEENS | TOTAL | | 60,800 | .28 | 97 |
| CHILD | TOTAL | | 93,200 | .29 | 97 |
| | 6-11 | | 52,800 | .28 | 100 |

## SAVANNAH

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 192,700 | .23 | 107 |
| PERSONS | 2+ | | 552,700 | .25 | 104 |
| | 18+ | | 405,800 | .24 | 103 |
| | 18-49 | | 273,900 | .25 | 103 |
| | 12-24 | | 145,600 | .28 | 100 |
| | 12-34 | | 242,100 | .27 | 101 |
| | 18-34 | | 185,000 | .27 | 101 |
| WOMEN | TOTAL | | 207,200 | .24 | 104 |
| | 18-49 | | 132,400 | .24 | 105 |
| | 12-24 | | 67,100 | .27 | 106 |
| | 18-34 | | 86,600 | .25 | 104 |
| | 25-49 | | 93,200 | .23 | 107 |
| | 25-54 | | 105,900 | .23 | 106 |
| MEN | TOTAL | | 198,600 | .25 | 102 |
| | 18-49 | | 141,500 | .26 | 101 |
| | 18-34 | | 98,400 | .29 | 98 |
| | 25-49 | | 92,200 | .24 | 108 |
| | 25-54 | | 103,700 | .24 | 108 |
| TEENS | TOTAL | | 57,100 | .26 | 105 |
| CHILD | TOTAL | | 89,800 | .28 | 103 |
| | 6-11 | | 51,400 | .27 | 103 |

## SHREVEPORT-TEXARKANA

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 440,500 | .53 | 55 |
| PERSONS | 2+ | | 1,182,900 | .53 | 55 |
| | 18+ | | 877,600 | .52 | 56 |
| | 18-49 | | 531,900 | .49 | 58 |
| | 12-24 | | 266,800 | .52 | 56 |
| | 12-34 | | 452,400 | .50 | 57 |
| | 18-34 | | 334,000 | .49 | 58 |
| WOMEN | TOTAL | | 468,500 | .53 | 56 |
| | 18-49 | | 271,500 | .50 | 57 |
| | 12-24 | | 132,600 | .52 | 56 |
| | 18-34 | | 169,200 | .50 | 58 |
| | 25-49 | | 196,400 | .49 | 59 |
| | 25-54 | | 228,100 | .50 | 57 |
| MEN | TOTAL | | 409,100 | .51 | 56 |
| | 18-49 | | 260,400 | .49 | 58 |
| | 18-34 | | 164,800 | .48 | 60 |
| | 25-49 | | 187,100 | .48 | 59 |
| | 25-54 | | 214,400 | .49 | 59 |
| TEENS | TOTAL | | 118,400 | .54 | 55 |
| CHILD | TOTAL | | 186,900 | .58 | 50 |
| | 6-11 | | 108,300 | .57 | 52 |

## SOUTH BEND-ELKHART

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 281,300 | .34 | 80 |
| PERSONS | 2+ | | 753,200 | .34 | 80 |
| | 18+ | | 558,000 | .33 | 82 |
| | 18-49 | | 353,500 | .33 | 82 |
| | 12-24 | | 171,300 | .33 | 86 |
| | 12-34 | | 299,400 | .33 | 83 |
| | 18-34 | | 222,900 | .33 | 84 |
| WOMEN | TOTAL | | 293,200 | .33 | 82 |
| | 18-49 | | 178,900 | .33 | 83 |
| | 12-24 | | 84,600 | .33 | 84 |
| | 18-34 | | 112,200 | .33 | 83 |
| | 25-49 | | 131,700 | .33 | 80 |
| | 25-54 | | 151,600 | .33 | 81 |
| MEN | TOTAL | | 264,800 | .33 | 82 |
| | 18-49 | | 174,600 | .33 | 82 |
| | 18-34 | | 110,700 | .32 | 86 |
| | 25-49 | | 127,000 | .33 | 82 |
| | 25-54 | | 145,200 | .33 | 81 |
| TEENS | TOTAL | | 76,500 | .35 | 81 |
| CHILD | TOTAL | | 118,700 | .37 | 81 |
| | 6-11 | | 70,000 | .37 | 79 |

## SEATTLE-TACOMA (BELLINGHAM)

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 1,110,400 | 1.33 | 16 |
| PERSONS | 2+ | | 2,774,900 | 1.25 | 16 |
| | 18+ | | 2,138,000 | 1.27 | 16 |
| | 18-49 | | 1,441,200 | 1.33 | 15 |
| | 12-24 | | 629,300 | 1.23 | 15 |
| | 12-34 | | 1,179,000 | 1.31 | 15 |
| | 18-34 | | 926,800 | 1.35 | 15 |
| WOMEN | TOTAL | | 1,086,000 | 1.24 | 18 |
| | 18-49 | | 704,200 | 1.29 | 15 |
| | 12-24 | | 302,300 | 1.20 | 16 |
| | 18-34 | | 450,200 | 1.32 | 15 |
| | 25-49 | | 525,000 | 1.32 | 15 |
| | 25-54 | | 589,300 | 1.29 | 15 |
| MEN | TOTAL | | 1,052,000 | 1.32 | 16 |
| | 18-49 | | 737,000 | 1.37 | 14 |
| | 18-34 | | 476,600 | 1.39 | 13 |
| | 25-49 | | 539,100 | 1.39 | 14 |
| | 25-54 | | 602,300 | 1.37 | 15 |
| TEENS | TOTAL | | 252,200 | 1.15 | 16 |
| CHILD | TOTAL | | 384,700 | 1.19 | 16 |
| | 6-11 | | 225,900 | 1.18 | 16 |

## SIOUX CITY

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 149,300 | .18 | 137 |
| PERSONS | 2+ | | 393,400 | .18 | 137 |
| | 18+ | | 296,100 | .18 | 138 |
| | 18-49 | | 173,000 | .16 | 142 |
| | 12-24 | | 87,700 | .17 | 142 |
| | 12-34 | | 148,600 | .16 | 143 |
| | 18-34 | | 111,400 | .16 | 142 |
| WOMEN | TOTAL | | 155,000 | .18 | 137 |
| | 18-49 | | 86,500 | .16 | 142 |
| | 12-24 | | 43,500 | .17 | 140 |
| | 18-34 | | 54,900 | .16 | 141 |
| | 25-49 | | 61,400 | .15 | 142 |
| | 25-54 | | 71,200 | .16 | 141 |
| MEN | TOTAL | | 141,100 | .18 | 138 |
| | 18-49 | | 86,500 | .16 | 142 |
| | 18-34 | | 56,500 | .16 | 141 |
| | 25-49 | | 61,100 | .16 | 141 |
| | 25-54 | | 70,700 | .16 | 140 |
| TEENS | TOTAL | | 37,200 | .17 | 140 |
| CHILD | TOTAL | | 60,100 | .19 | 139 |
| | 6-11 | | 33,500 | .18 | 141 |

## SPOKANE

| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
|---|---|---|---|---|---|
| TV HOUSEHOLDS | | | 326,900 | .39 | 75 |
| PERSONS | 2+ | | 847,700 | .38 | 76 |
| | 18+ | | 636,600 | .38 | 76 |
| | 18-49 | | 412,900 | .38 | 73 |
| | 12-24 | | 196,600 | .38 | 75 |
| | 12-34 | | 348,200 | .39 | 73 |
| | 18-34 | | 266,400 | .39 | 72 |
| WOMEN | TOTAL | | 325,500 | .37 | 76 |
| | 18-49 | | 205,000 | .38 | 73 |
| | 12-24 | | 96,300 | .38 | 75 |
| | 18-34 | | 131,700 | .39 | 74 |
| | 25-49 | | 148,400 | .37 | 72 |
| | 25-54 | | 168,100 | .37 | 72 |
| MEN | TOTAL | | 311,100 | .39 | 74 |
| | 18-49 | | 207,900 | .39 | 73 |
| | 18-34 | | 134,700 | .39 | 72 |
| | 25-49 | | 149,700 | .39 | 71 |
| | 25-54 | | 169,000 | .38 | 72 |
| TEENS | TOTAL | | 81,800 | .37 | 74 |
| CHILD | TOTAL | | 129,300 | .40 | 71 |
| | 6-11 | | 74,300 | .39 | 73 |

# ADI MARKET POPULATION SUMMARY

## SPRINGFIELD, MA

| | | TV HOUSEHOLDS 230,700 | | .28 | 96 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 620,300 | .28 | 95 |
| | 18+ | | 481,400 | .29 | 94 |
| | 18-49 | | 299,700 | .28 | 99 |
| | 12-24 | | 154,200 | .30 | 97 |
| | 12-34 | | 258,400 | .29 | 98 |
| | 18-34 | | 199,000 | .29 | 96 |
| WOMEN | TOTAL | | 259,200 | .29 | 93 |
| | 18-49 | | 155,100 | .29 | 94 |
| | 12-24 | | 78,700 | .31 | 90 |
| | 18-34 | | 103,000 | .30 | 91 |
| | 25-49 | | 105,200 | .26 | 96 |
| | 25-54 | | 121,300 | .27 | 95 |
| MEN | TOTAL | | 222,200 | .28 | 98 |
| | 18-49 | | 144,600 | .27 | 100 |
| | 18-34 | | 96,000 | .28 | 102 |
| | 25-49 | | 99,700 | .26 | 99 |
| | 25-54 | | 114,400 | .26 | 96 |
| TEENS | TOTAL | | 59,400 | .27 | 99 |
| CHILD | TOTAL | | 79,500 | .25 | 109 |
| | 6-11 | | 48,700 | .25 | 106 |

## SYRACUSE

| | | TV HOUSEHOLDS 358,800 | | .43 | 67 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 979,000 | .44 | 66 |
| | 18+ | | 741,700 | .44 | 65 |
| | 18-49 | | 479,500 | .44 | 65 |
| | 12-24 | | 251,200 | .49 | 60 |
| | 12-34 | | 415,900 | .46 | 64 |
| | 18-34 | | 315,800 | .46 | 63 |
| WOMEN | TOTAL | | 389,900 | .44 | 64 |
| | 18-49 | | 242,100 | .44 | 64 |
| | 12-24 | | 124,400 | .49 | 60 |
| | 18-34 | | 158,500 | .46 | 62 |
| | 25-49 | | 166,600 | .42 | 66 |
| | 25-54 | | 191,800 | .42 | 66 |
| MEN | TOTAL | | 351,800 | .44 | 65 |
| | 18-49 | | 237,400 | .44 | 66 |
| | 18-34 | | 157,300 | .46 | 64 |
| | 25-49 | | 161,800 | .42 | 66 |
| | 25-54 | | 185,000 | .42 | 66 |
| TEENS | TOTAL | | 100,100 | .46 | 65 |
| CHILD | TOTAL | | 137,200 | .42 | 66 |
| | 6-11 | | 82,500 | .43 | 66 |

## TERRE HAUTE

| | | TV HOUSEHOLDS 162,900 | | .20 | 123 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 424,900 | .19 | 125 |
| | 18+ | | 325,600 | .19 | 123 |
| | 18-49 | | 189,400 | .18 | 132 |
| | 12-24 | | 94,800 | .18 | 132 |
| | 12-34 | | 159,800 | .18 | 133 |
| | 18-34 | | 120,000 | .18 | 134 |
| WOMEN | TOTAL | | 172,700 | .20 | 122 |
| | 18-49 | | 94,500 | .17 | 133 |
| | 12-24 | | 46,200 | .18 | 132 |
| | 18-34 | | 58,900 | .17 | 133 |
| | 25-49 | | 67,600 | .17 | 134 |
| | 25-54 | | 79,200 | .17 | 130 |
| MEN | TOTAL | | 152,900 | .19 | 127 |
| | 18-49 | | 94,900 | .18 | 132 |
| | 18-34 | | 61,100 | .18 | 133 |
| | 25-49 | | 66,800 | .17 | 133 |
| | 25-54 | | 76,800 | .17 | 132 |
| TEENS | TOTAL | | 39,800 | .18 | 135 |
| CHILD | TOTAL | | 59,500 | .18 | 140 |
| | 6-11 | | 34,200 | .18 | 138 |

## SPRINGFIELD, MO

| | | TV HOUSEHOLDS 274,400 | | .33 | 82 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 722,600 | .33 | 85 |
| | 18+ | | 556,600 | .33 | 83 |
| | 18-49 | | 322,500 | .30 | 91 |
| | 12-24 | | 161,900 | .32 | 91 |
| | 12-34 | | 268,500 | .30 | 93 |
| | 18-34 | | 201,700 | .29 | 93 |
| WOMEN | TOTAL | | 288,200 | .33 | 85 |
| | 18-49 | | 159,900 | .29 | 92 |
| | 12-24 | | 76,200 | .30 | 93 |
| | 18-34 | | 97,700 | .29 | 97 |
| | 25-49 | | 115,900 | .29 | 91 |
| | 25-54 | | 134,600 | .30 | 90 |
| MEN | TOTAL | | 268,400 | .34 | 81 |
| | 18-49 | | 162,600 | .30 | 92 |
| | 18-34 | | 104,000 | .30 | 92 |
| | 25-49 | | 111,500 | .29 | 93 |
| | 25-54 | | 129,000 | .29 | 92 |
| TEENS | TOTAL | | 66,800 | .31 | 93 |
| CHILD | TOTAL | | 99,200 | .31 | 91 |
| | 6-11 | | 59,200 | .31 | 91 |

## TALLAHASSEE (VALDOSTA)

| | | TV HOUSEHOLDS 155,700 | | .19 | 127 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 430,800 | .19 | 123 |
| | 18+ | | 318,900 | .19 | 125 |
| | 18-49 | | 217,400 | .20 | 117 |
| | 12-24 | | 113,600 | .22 | 116 |
| | 12-34 | | 190,700 | .21 | 116 |
| | 18-34 | | 147,300 | .22 | 115 |
| WOMEN | TOTAL | | 169,800 | .19 | 123 |
| | 18-49 | | 112,100 | .21 | 117 |
| | 12-24 | | 57,900 | .23 | 112 |
| | 18-34 | | 75,700 | .22 | 115 |
| | 25-49 | | 75,400 | .19 | 122 |
| | 25-54 | | 85,600 | .19 | 122 |
| MEN | TOTAL | | 149,100 | .19 | 131 |
| | 18-49 | | 105,300 | .20 | 121 |
| | 18-34 | | 71,600 | .21 | 117 |
| | 25-49 | | 71,800 | .19 | 125 |
| | 25-54 | | 81,000 | .18 | 125 |
| TEENS | TOTAL | | 43,400 | .20 | 124 |
| CHILD | TOTAL | | 68,500 | .21 | 122 |
| | 6-11 | | 40,700 | .21 | 119 |

## TOLEDO

| | | TV HOUSEHOLDS 405,800 | | .49 | 60 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 1,096,800 | .49 | 60 |
| | 18+ | | 814,400 | .49 | 59 |
| | 18-49 | | 522,700 | .48 | 59 |
| | 12-24 | | 262,900 | .51 | 57 |
| | 12-34 | | 449,300 | .50 | 58 |
| | 18-34 | | 339,400 | .50 | 56 |
| WOMEN | TOTAL | | 428,600 | .49 | 59 |
| | 18-49 | | 264,000 | .49 | 59 |
| | 12-24 | | 130,900 | .52 | 57 |
| | 18-34 | | 170,500 | .50 | 55 |
| | 25-49 | | 186,600 | .47 | 60 |
| | 25-54 | | 215,300 | .47 | 60 |
| MEN | TOTAL | | 385,800 | .48 | 60 |
| | 18-49 | | 258,700 | .48 | 59 |
| | 18-34 | | 168,900 | .49 | 57 |
| | 25-49 | | 183,100 | .47 | 60 |
| | 25-54 | | 209,500 | .48 | 60 |
| TEENS | TOTAL | | 109,900 | .50 | 59 |
| CHILD | TOTAL | | 172,500 | .53 | 55 |
| | 6-11 | | 101,100 | .53 | 57 |

## SPRINGFIELD-DECATUR-CHAMPAIGN

| | | TV HOUSEHOLDS 329,300 | | .39 | 74 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 850,200 | .38 | 75 |
| | 18+ | | 653,400 | .39 | 73 |
| | 18-49 | | 422,400 | .39 | 70 |
| | 12-24 | | 212,000 | .41 | 71 |
| | 12-34 | | 358,100 | .40 | 71 |
| | 18-34 | | 280,700 | .41 | 69 |
| WOMEN | TOTAL | | 343,000 | .39 | 73 |
| | 18-49 | | 210,700 | .39 | 71 |
| | 12-24 | | 102,900 | .41 | 71 |
| | 18-34 | | 138,200 | .40 | 70 |
| | 25-49 | | 145,400 | .37 | 73 |
| | 25-54 | | 166,600 | .37 | 73 |
| MEN | TOTAL | | 310,400 | .39 | 75 |
| | 18-49 | | 211,700 | .39 | 70 |
| | 18-34 | | 142,500 | .42 | 68 |
| | 25-49 | | 142,400 | .37 | 74 |
| | 25-54 | | 162,300 | .37 | 74 |
| TEENS | TOTAL | | 77,400 | .35 | 79 |
| CHILD | TOTAL | | 119,400 | .37 | 79 |
| | 6-11 | | 68,700 | .36 | 82 |

## TAMPA-ST. PETERSBURG (SARASOTA)

| | | TV HOUSEHOLDS 1,077,600 | | 1.29 | 17 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 2,559,600 | 1.15 | 18 |
| | 18+ | | 2,063,800 | 1.23 | 16 |
| | 18-49 | | 1,015,200 | .94 | 24 |
| | 12-24 | | 469,700 | .92 | 25 |
| | 12-34 | | 827,800 | .92 | 26 |
| | 18-34 | | 620,200 | .91 | 26 |
| WOMEN | TOTAL | | 1,108,300 | 1.26 | 16 |
| | 18-49 | | 518,100 | .95 | 22 |
| | 12-24 | | 234,300 | .93 | 23 |
| | 18-34 | | 313,200 | .92 | 24 |
| | 25-49 | | 385,900 | .97 | 21 |
| | 25-54 | | 453,100 | .99 | 20 |
| MEN | TOTAL | | 955,500 | 1.20 | 18 |
| | 18-49 | | 497,100 | .93 | 25 |
| | 18-34 | | 307,000 | .90 | 26 |
| | 25-49 | | 367,200 | .95 | 24 |
| | 25-54 | | 426,100 | .97 | 22 |
| TEENS | TOTAL | | 207,600 | .95 | 22 |
| CHILD | TOTAL | | 288,200 | .89 | 25 |
| | 6-11 | | 176,700 | .93 | 24 |

## TOPEKA

| | | TV HOUSEHOLDS 132,100 | | .16 | 145 |
|---|---|---|---|---|---|
| | | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | | 344,200 | .16 | 150 |
| | 18+ | | 267,000 | .16 | 144 |
| | 18-49 | | 174,700 | .16 | 141 |
| | 12-24 | | 89,600 | .17 | 137 |
| | 12-34 | | 150,200 | .17 | 141 |
| | 18-34 | | 120,800 | .18 | 133 |
| WOMEN | TOTAL | | 135,000 | .15 | 146 |
| | 18-49 | | 83,200 | .15 | 145 |
| | 12-24 | | 41,200 | .16 | 145 |
| | 18-34 | | 56,000 | .16 | 139 |
| | 25-49 | | 56,300 | .14 | 151 |
| | 25-54 | | 64,000 | .14 | 151 |
| MEN | TOTAL | | 132,000 | .17 | 142 |
| | 18-49 | | 91,500 | .17 | 137 |
| | 18-34 | | 64,800 | .19 | 128 |
| | 25-49 | | 58,200 | .15 | 148 |
| | 25-54 | | 65,400 | .15 | 150 |
| TEENS | TOTAL | | 29,400 | .13 | 154 |
| CHILD | TOTAL | | 47,800 | .15 | 150 |
| | 6-11 | | 26,800 | .14 | 152 |

# ADI MARKET POPULATION SUMMARY

## TRAVERSE CITY-CADILLAC

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 151,000 | .18 | 132 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 407,300 | .18 | 135 |
| | 18+ | 302,700 | .18 | 136 |
| | 18-49 | 178,800 | .17 | 137 |
| | 12-24 | 89,700 | .17 | 136 |
| | 12-34 | 154,300 | .17 | 137 |
| | 18-34 | 110,200 | .16 | 143 |
| WOMEN | TOTAL | 156,500 | .18 | 135 |
| | 18-49 | 89,200 | .16 | 139 |
| | 12-24 | 44,000 | .17 | 139 |
| | 18-34 | 54,900 | .16 | 143 |
| | 25-49 | 66,500 | .17 | 136 |
| | 25-54 | 77,200 | .17 | 135 |
| MEN | TOTAL | 146,200 | .18 | 135 |
| | 18-49 | 89,600 | .17 | 138 |
| | 18-34 | 55,700 | .16 | 142 |
| | 25-49 | 66,700 | .17 | 135 |
| | 25-54 | 76,300 | .17 | 135 |
| TEENS | TOTAL | 44,100 | .20 | 122 |
| CHILD | TOTAL | 60,500 | .19 | 137 |
| | 6-11 | 35,700 | .19 | 132 |

## TUSCALOOSA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 50,200 | .06 | 187 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 138,100 | .06 | 187 |
| | 18+ | 105,500 | .06 | 186 |
| | 18-49 | 72,900 | .07 | 183 |
| | 12-24 | 39,200 | .08 | 180 |
| | 12-34 | 62,700 | .07 | 182 |
| | 18-34 | 50,100 | .07 | 180 |
| WOMEN | TOTAL | 55,200 | .06 | 185 |
| | 18-49 | 36,900 | .07 | 182 |
| | 12-24 | 19,500 | .08 | 176 |
| | 18-34 | 25,100 | .07 | 177 |
| | 25-49 | 23,600 | .06 | 186 |
| | 25-54 | 27,100 | .06 | 186 |
| MEN | TOTAL | 50,300 | .06 | 187 |
| | 18-49 | 36,000 | .07 | 185 |
| | 18-34 | 25,000 | .07 | 180 |
| | 25-49 | 22,700 | .06 | 187 |
| | 25-54 | 25,700 | .06 | 187 |
| TEENS | TOTAL | 12,600 | .06 | 188 |
| CHILD | TOTAL | 20,000 | .06 | 189 |
| | 6-11 | 11,700 | .06 | 188 |

## UTICA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 101,200 | .12 | 158 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 277,300 | .12 | 158 |
| | 18+ | 211,200 | .13 | 157 |
| | 18-49 | 124,400 | .12 | 161 |
| | 12-24 | 65,500 | .13 | 157 |
| | 12-34 | 106,800 | .12 | 159 |
| | 18-34 | 78,600 | .11 | 161 |
| WOMEN | TOTAL | 112,700 | .13 | 157 |
| | 18-49 | 63,100 | .12 | 157 |
| | 12-24 | 32,800 | .13 | 156 |
| | 18-34 | 39,700 | .12 | 160 |
| | 25-49 | 44,200 | .11 | 160 |
| | 25-54 | 51,600 | .11 | 159 |
| MEN | TOTAL | 99,000 | .12 | 158 |
| | 18-49 | 61,300 | .11 | 161 |
| | 18-34 | 38,900 | .11 | 162 |
| | 25-49 | 42,900 | .11 | 162 |
| | 25-54 | 49,700 | .11 | 162 |
| TEENS | TOTAL | 28,200 | .13 | 156 |
| CHILD | TOTAL | 37,900 | .12 | 164 |
| | 6-11 | 23,100 | .12 | 162 |

## TUCSON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 259,800 | .31 | 87 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 672,600 | .30 | 90 |
| | 18+ | 511,100 | .30 | 89 |
| | 18-49 | 331,500 | .31 | 88 |
| | 12-24 | 159,100 | .31 | 93 |
| | 12-34 | 281,000 | .31 | 88 |
| | 18-34 | 218,200 | .32 | 86 |
| WOMEN | TOTAL | 264,900 | .30 | 88 |
| | 18-49 | 165,700 | .30 | 88 |
| | 12-24 | 78,700 | .31 | 90 |
| | 18-34 | 107,400 | .31 | 86 |
| | 25-49 | 118,000 | .30 | 89 |
| | 25-54 | 134,200 | .29 | 91 |
| MEN | TOTAL | 246,200 | .31 | 89 |
| | 18-49 | 165,800 | .31 | 88 |
| | 18-34 | 110,800 | .32 | 85 |
| | 25-49 | 117,200 | .30 | 86 |
| | 25-54 | 132,200 | .30 | 89 |
| TEENS | TOTAL | 62,800 | .29 | 94 |
| CHILD | TOTAL | 98,700 | .31 | 92 |
| | 6-11 | 57,400 | .30 | 93 |

## TWIN FALLS

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 26,700 | .03 | 203 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 72,600 | .03 | 203 |
| | 18+ | 53,000 | .03 | 203 |
| | 18-49 | 32,600 | .03 | 205 |
| | 12-24 | 15,500 | .03 | 204 |
| | 12-34 | 27,300 | .03 | 204 |
| | 18-34 | 20,400 | .03 | 205 |
| WOMEN | TOTAL | 27,300 | .03 | 203 |
| | 18-49 | 16,200 | .03 | 205 |
| | 12-24 | 7,500 | .03 | 204 |
| | 18-34 | 10,100 | .03 | 205 |
| | 25-49 | 12,000 | .03 | 204 |
| | 25-54 | 13,800 | .03 | 204 |
| MEN | TOTAL | 25,700 | .03 | 203 |
| | 18-49 | 16,400 | .03 | 205 |
| | 18-34 | 10,300 | .03 | 205 |
| | 25-49 | 12,000 | .03 | 204 |
| | 25-54 | 13,600 | .03 | 204 |
| TEENS | TOTAL | 6,900 | .03 | 203 |
| CHILD | TOTAL | 12,700 | .04 | 200 |
| | 6-11 | 6,900 | .04 | 201 |

## VICTORIA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 25,000 | .03 | 205 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 69,400 | .03 | 204 |
| | 18+ | 50,000 | .03 | 204 |
| | 18-49 | 34,500 | .03 | 202 |
| | 12-24 | 17,000 | .03 | 203 |
| | 12-34 | 29,500 | .03 | 202 |
| | 18-34 | 22,000 | .03 | 203 |
| WOMEN | TOTAL | 25,800 | .03 | 204 |
| | 18-49 | 17,200 | .03 | 202 |
| | 12-24 | 8,500 | .03 | 203 |
| | 18-34 | 10,900 | .03 | 203 |
| | 25-49 | 12,400 | .03 | 203 |
| | 25-54 | 14,200 | .03 | 202 |
| MEN | TOTAL | 24,200 | .03 | 204 |
| | 18-49 | 17,300 | .03 | 202 |
| | 18-34 | 11,100 | .03 | 202 |
| | 25-49 | 12,600 | .03 | 203 |
| | 25-54 | 14,100 | .03 | 203 |
| TEENS | TOTAL | 7,500 | .03 | 202 |
| CHILD | TOTAL | 11,900 | .04 | 202 |
| | 6-11 | 6,800 | .04 | 202 |

## TULSA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 430,800 | .52 | 57 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,098,600 | .49 | 59 |
| | 18+ | 828,800 | .49 | 58 |
| | 18-49 | 521,000 | .48 | 60 |
| | 12-24 | 236,200 | .46 | 63 |
| | 12-34 | 423,300 | .47 | 62 |
| | 18-34 | 318,400 | .47 | 61 |
| WOMEN | TOTAL | 435,900 | .50 | 58 |
| | 18-49 | 263,100 | .48 | 60 |
| | 12-24 | 116,200 | .46 | 63 |
| | 18-34 | 159,700 | .47 | 60 |
| | 25-49 | 197,900 | .50 | 58 |
| | 25-54 | 226,200 | .50 | 59 |
| MEN | TOTAL | 392,900 | .49 | 58 |
| | 18-49 | 257,900 | .48 | 60 |
| | 18-34 | 158,700 | .46 | 63 |
| | 25-49 | 191,800 | .50 | 58 |
| | 25-54 | 217,500 | .49 | 58 |
| TEENS | TOTAL | 104,900 | .48 | 63 |
| CHILD | TOTAL | 164,900 | .51 | 60 |
| | 6-11 | 96,000 | .50 | 61 |

## TYLER

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 95,200 | .11 | 160 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 258,000 | .12 | 161 |
| | 18+ | 192,900 | .11 | 160 |
| | 18-49 | 117,700 | .11 | 162 |
| | 12-24 | 56,300 | .11 | 165 |
| | 12-34 | 98,900 | .11 | 163 |
| | 18-34 | 73,500 | .11 | 163 |
| WOMEN | TOTAL | 100,300 | .11 | 160 |
| | 18-49 | 58,200 | .11 | 162 |
| | 12-24 | 27,800 | .11 | 164 |
| | 18-34 | 35,900 | .11 | 164 |
| | 25-49 | 42,700 | .11 | 162 |
| | 25-54 | 49,200 | .11 | 161 |
| MEN | TOTAL | 92,600 | .12 | 162 |
| | 18-49 | 59,500 | .11 | 162 |
| | 18-34 | 37,600 | .11 | 163 |
| | 25-49 | 44,100 | .11 | 160 |
| | 25-54 | 50,200 | .11 | 160 |
| TEENS | TOTAL | 25,400 | .12 | 162 |
| CHILD | TOTAL | 39,700 | .12 | 162 |
| | 6-11 | 23,400 | .12 | 160 |

## WACO-TEMPLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 216,800 | .26 | 97 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 599,500 | .27 | 100 |
| | 18+ | 462,000 | .28 | 96 |
| | 18-49 | 315,300 | .29 | 95 |
| | 12-24 | 179,400 | .35 | 81 |
| | 12-34 | 277,000 | .31 | 91 |
| | 18-34 | 226,400 | .33 | 82 |
| WOMEN | TOTAL | 224,600 | .26 | 99 |
| | 18-49 | 142,600 | .26 | 99 |
| | 12-24 | 76,100 | .30 | 94 |
| | 18-34 | 97,800 | .29 | 95 |
| | 25-49 | 91,300 | .23 | 108 |
| | 25-54 | 104,100 | .23 | 108 |
| MEN | TOTAL | 237,400 | .30 | 93 |
| | 18-49 | 172,700 | .32 | 86 |
| | 18-34 | 128,600 | .38 | 75 |
| | 25-49 | 95,200 | .25 | 105 |
| | 25-54 | 107,300 | .24 | 105 |
| TEENS | TOTAL | 50,600 | .23 | 110 |
| CHILD | TOTAL | 86,900 | .27 | 105 |
| | 6-11 | 49,100 | .26 | 105 |

# ADI MARKET POPULATION SUMMARY

## WASHINGTON, DC (HAGERSTOWN)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 1,510,100 | 1.81 | 8 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 3,986,300 | 1.80 | 8 |
| | 18+ | 3,032,200 | 1.81 | 8 |
| | 18-49 | 2,122,600 | 1.96 | 8 |
| | 12-24 | 913,400 | 1.78 | 8 |
| | 12-34 | 1,703,700 | 1.89 | 8 |
| | 18-34 | 1,300,900 | 1.90 | 8 |
| WOMEN | TOTAL | 1,589,400 | 1.81 | 8 |
| | 18-49 | 1,082,000 | 1.99 | 8 |
| | 12-24 | 457,600 | 1.81 | 8 |
| | 18-34 | 666,300 | 1.95 | 8 |
| | 25-49 | 822,800 | 2.07 | 8 |
| | 25-54 | 923,500 | 2.03 | 8 |
| MEN | TOTAL | 1,442,800 | 1.81 | 8 |
| | 18-49 | 1,040,600 | 1.94 | 8 |
| | 18-34 | 634,200 | 1.85 | 9 |
| | 25-49 | 789,600 | 2.04 | 8 |
| | 25-54 | 886,600 | 2.02 | 8 |
| TEENS | TOTAL | 403,200 | 1.85 | 8 |
| CHILD | TOTAL | 550,900 | 1.70 | 10 |
| | 6-11 | 338,400 | 1.77 | 8 |

## WEST PALM BEACH (FT. PIERCE-VERO BEACH)

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 368,500 | .44 | 64 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 871,600 | .39 | 73 |
| | 18+ | 705,900 | .42 | 68 |
| | 18-49 | 345,800 | .32 | 84 |
| | 12-24 | 154,300 | .30 | 96 |
| | 12-34 | 279,000 | .31 | 89 |
| | 18-34 | 211,000 | .31 | 91 |
| WOMEN | TOTAL | 373,100 | .42 | 67 |
| | 18-49 | 172,400 | .32 | 86 |
| | 12-24 | 75,600 | .30 | 96 |
| | 18-34 | 104,400 | .31 | 90 |
| | 25-49 | 129,900 | .33 | 82 |
| | 25-54 | 152,100 | .33 | 80 |
| MEN | TOTAL | 332,800 | .42 | 69 |
| | 18-49 | 173,400 | .32 | 84 |
| | 18-34 | 106,600 | .31 | 90 |
| | 25-49 | 129,600 | .33 | 80 |
| | 25-54 | 148,900 | .34 | 80 |
| TEENS | TOTAL | 68,000 | .31 | 90 |
| CHILD | TOTAL | 97,700 | .30 | 93 |
| | 6-11 | 59,000 | .31 | 92 |

## WICHITA FALLS-LAWTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 155,300 | .19 | 128 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 417,300 | .19 | 129 |
| | 18+ | 316,600 | .19 | 126 |
| | 18-49 | 200,200 | .19 | 127 |
| | 12-24 | 102,200 | .20 | 124 |
| | 12-34 | 169,800 | .19 | 127 |
| | 18-34 | 131,200 | .19 | 126 |
| WOMEN | TOTAL | 160,500 | .18 | 133 |
| | 18-49 | 94,600 | .17 | 132 |
| | 12-24 | 44,800 | .18 | 135 |
| | 18-34 | 59,300 | .17 | 132 |
| | 25-49 | 68,200 | .17 | 130 |
| | 25-54 | 78,300 | .17 | 133 |
| MEN | TOTAL | 156,100 | .20 | 124 |
| | 18-49 | 105,600 | .20 | 120 |
| | 18-34 | 71,900 | .21 | 116 |
| | 25-49 | 68,400 | .18 | 129 |
| | 25-54 | 78,100 | .18 | 130 |
| TEENS | TOTAL | 38,600 | .18 | 138 |
| CHILD | TOTAL | 62,100 | .19 | 131 |
| | 6-11 | 34,900 | .18 | 136 |

## WATERTOWN-CARTHAGE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 76,100 | .09 | 169 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 217,900 | .10 | 166 |
| | 18+ | 160,200 | .10 | 167 |
| | 18-49 | 100,600 | .09 | 165 |
| | 12-24 | 56,800 | .11 | 164 |
| | 12-34 | 89,000 | .10 | 165 |
| | 18-34 | 65,100 | .10 | 165 |
| WOMEN | TOTAL | 83,400 | .09 | 167 |
| | 18-49 | 49,800 | .09 | 168 |
| | 12-24 | 27,300 | .11 | 165 |
| | 18-34 | 31,700 | .09 | 166 |
| | 25-49 | 34,300 | .09 | 167 |
| | 25-54 | 39,800 | .09 | 167 |
| MEN | TOTAL | 76,800 | .10 | 167 |
| | 18-49 | 50,800 | .09 | 165 |
| | 18-34 | 33,400 | .10 | 165 |
| | 25-49 | 33,400 | .09 | 168 |
| | 25-54 | 38,700 | .09 | 167 |
| TEENS | TOTAL | 23,900 | .11 | 165 |
| CHILD | TOTAL | 33,800 | .10 | 166 |
| | 6-11 | 20,200 | .11 | 166 |

## WHEELING-STEUBENVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 155,000 | .19 | 129 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 415,800 | .19 | 131 |
| | 18+ | 314,800 | .19 | 128 |
| | 18-49 | 185,400 | .17 | 136 |
| | 12-24 | 88,700 | .17 | 139 |
| | 12-34 | 155,900 | .17 | 136 |
| | 18-34 | 115,700 | .17 | 135 |
| WOMEN | TOTAL | 166,400 | .19 | 124 |
| | 18-49 | 93,600 | .17 | 135 |
| | 12-24 | 44,400 | .18 | 137 |
| | 18-34 | 58,200 | .17 | 134 |
| | 25-49 | 69,000 | .17 | 129 |
| | 25-54 | 81,200 | .18 | 129 |
| MEN | TOTAL | 148,400 | .19 | 132 |
| | 18-49 | 91,800 | .17 | 136 |
| | 18-34 | 57,500 | .17 | 137 |
| | 25-49 | 67,900 | .18 | 130 |
| | 25-54 | 78,600 | .18 | 129 |
| TEENS | TOTAL | 40,200 | .18 | 134 |
| CHILD | TOTAL | 60,800 | .19 | 136 |
| | 6-11 | 36,400 | .19 | 130 |

## WILKES BARRE-SCRANTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 471,600 | .57 | 50 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,249,500 | .56 | 51 |
| | 18+ | 971,700 | .58 | 49 |
| | 18-49 | 538,800 | .50 | 57 |
| | 12-24 | 260,900 | .51 | 58 |
| | 12-34 | 447,100 | .50 | 59 |
| | 18-34 | 331,100 | .48 | 59 |
| WOMEN | TOTAL | 521,300 | .59 | 48 |
| | 18-49 | 271,300 | .50 | 58 |
| | 12-24 | 129,100 | .51 | 58 |
| | 18-34 | 164,900 | .48 | 59 |
| | 25-49 | 198,800 | .50 | 57 |
| | 25-54 | 237,500 | .52 | 55 |
| MEN | TOTAL | 450,400 | .56 | 49 |
| | 18-49 | 267,500 | .50 | 57 |
| | 18-34 | 166,200 | .49 | 58 |
| | 25-49 | 195,100 | .50 | 56 |
| | 25-54 | 229,500 | .52 | 54 |
| TEENS | TOTAL | 116,000 | .53 | 56 |
| CHILD | TOTAL | 161,800 | .50 | 61 |
| | 6-11 | 98,100 | .51 | 58 |

## WAUSAU-RHINELANDER

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 154,800 | .19 | 130 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 427,200 | .19 | 124 |
| | 18+ | 315,300 | .19 | 127 |
| | 18-49 | 192,600 | .18 | 130 |
| | 12-24 | 101,800 | .20 | 125 |
| | 12-34 | 168,800 | .19 | 128 |
| | 18-34 | 121,800 | .18 | 132 |
| WOMEN | TOTAL | 161,200 | .18 | 129 |
| | 18-49 | 95,200 | .17 | 131 |
| | 12-24 | 49,600 | .20 | 124 |
| | 18-34 | 59,900 | .18 | 131 |
| | 25-49 | 68,200 | .17 | 130 |
| | 25-54 | 78,700 | .17 | 132 |
| MEN | TOTAL | 154,100 | .19 | 126 |
| | 18-49 | 97,400 | .18 | 128 |
| | 18-34 | 61,900 | .18 | 131 |
| | 25-49 | 69,600 | .18 | 126 |
| | 25-54 | 79,800 | .18 | 126 |
| TEENS | TOTAL | 47,000 | .22 | 116 |
| CHILD | TOTAL | 64,900 | .20 | 126 |
| | 6-11 | 37,500 | .20 | 127 |

## WICHITA-HUTCHINSON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 413,000 | .49 | 59 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 1,041,900 | .47 | 61 |
| | 18+ | 795,500 | .47 | 61 |
| | 18-49 | 485,000 | .45 | 64 |
| | 12-24 | 232,300 | .45 | 65 |
| | 12-34 | 407,200 | .45 | 65 |
| | 18-34 | 310,900 | .45 | 65 |
| WOMEN | TOTAL | 414,400 | .47 | 61 |
| | 18-49 | 239,900 | .44 | 66 |
| | 12-24 | 113,800 | .45 | 65 |
| | 18-34 | 152,100 | .45 | 65 |
| | 25-49 | 173,200 | .43 | 65 |
| | 25-54 | 200,900 | .44 | 64 |
| MEN | TOTAL | 381,100 | .48 | 61 |
| | 18-49 | 245,100 | .46 | 64 |
| | 18-34 | 158,800 | .46 | 62 |
| | 25-49 | 175,800 | .45 | 64 |
| | 25-54 | 202,000 | .46 | 63 |
| TEENS | TOTAL | 96,300 | .44 | 66 |
| CHILD | TOTAL | 150,100 | .46 | 64 |
| | 6-11 | 83,400 | .44 | 65 |

## WILMINGTON

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 123,600 | .15 | 151 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 344,900 | .16 | 148 |
| | 18+ | 251,100 | .15 | 150 |
| | 18-49 | 162,200 | .15 | 150 |
| | 12-24 | 80,100 | .16 | 147 |
| | 12-34 | 139,100 | .15 | 147 |
| | 18-34 | 101,400 | .15 | 149 |
| WOMEN | TOTAL | 133,300 | .15 | 149 |
| | 18-49 | 83,000 | .15 | 146 |
| | 12-24 | 40,200 | .16 | 146 |
| | 18-34 | 51,700 | .15 | 148 |
| | 25-49 | 61,400 | .15 | 142 |
| | 25-54 | 70,400 | .15 | 142 |
| MEN | TOTAL | 117,800 | .15 | 151 |
| | 18-49 | 79,200 | .15 | 150 |
| | 18-34 | 49,700 | .15 | 151 |
| | 25-49 | 58,400 | .15 | 147 |
| | 25-54 | 66,400 | .15 | 148 |
| TEENS | TOTAL | 37,700 | .17 | 139 |
| CHILD | TOTAL | 56,100 | .17 | 143 |
| | 6-11 | 33,600 | .18 | 140 |

# ADI MARKET POPULATION SUMMARY

## YAKIMA

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 168,500 | .20 | 120 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 444,300 | .20 | 120 |
| | 18+ | 328,900 | .20 | 122 |
| | 18-49 | 216,600 | .20 | 119 |
| | 12-24 | 101,800 | .20 | 125 |
| | 12-34 | 182,800 | .20 | 119 |
| | 18-34 | 138,600 | .20 | 118 |
| WOMEN | TOTAL | 166,000 | .19 | 125 |
| | 18-49 | 105,900 | .19 | 120 |
| | 12-24 | 49,500 | .20 | 125 |
| | 18-34 | 67,400 | .20 | 119 |
| | 25-49 | 77,900 | .20 | 118 |
| | 25-54 | 88,500 | .19 | 118 |
| MEN | TOTAL | 162,900 | .20 | 118 |
| | 18-49 | 110,700 | .21 | 116 |
| | 18-34 | 71,200 | .21 | 118 |
| | 25-49 | 81,100 | .21 | 115 |
| | 25-54 | 91,700 | .21 | 115 |
| TEENS | TOTAL | 44,200 | .20 | 121 |
| CHILD | TOTAL | 71,200 | .22 | 116 |
| | 6-11 | 40,300 | .21 | 121 |

## UNITED STATES

| | | |
|---|---|---|
| TV HOUSEHOLDS | | 83,462,600 |
| | | Population in TVHH and Group Quarters |
| PERSONS | 2+ | 221,969,000 |
| | 18+ | 167,800,000 |
| | 18-49 | 108,050,400 |
| | 12-24 | 51,319,700 |
| | 12-34 | 90,274,400 |
| | 18-34 | 68,426,400 |
| WOMEN | TOTAL | 87,911,100 |
| | 18-49 | 54,405,900 |
| | 12-24 | 25,267,100 |
| | 18-34 | 34,171,200 |
| | 25-49 | 39,832,800 |
| | 25-54 | 45,572,000 |
| MEN | TOTAL | 79,888,900 |
| | 18-49 | 53,644,500 |
| | 18-34 | 34,255,200 |
| | 25-49 | 38,745,900 |
| | 25-54 | 44,065,100 |
| TEENS | TOTAL | 21,848,000 |
| CHILD | TOTAL | 32,321,000 |
| | 6-11 | 19,099,000 |

## YOUNGSTOWN

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 277,000 | .33 | 81 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 739,400 | .33 | 82 |
| | 18+ | 560,000 | .33 | 81 |
| | 18-49 | 337,700 | .31 | 87 |
| | 12-24 | 162,500 | .32 | 90 |
| | 12-34 | 282,200 | .31 | 87 |
| | 18-34 | 209,500 | .31 | 92 |
| WOMEN | TOTAL | 296,500 | .34 | 80 |
| | 18-49 | 172,700 | .32 | 85 |
| | 12-24 | 80,900 | .32 | 87 |
| | 18-34 | 106,100 | .31 | 88 |
| | 25-49 | 127,300 | .32 | 84 |
| | 25-54 | 149,400 | .33 | 82 |
| MEN | TOTAL | 263,500 | .33 | 83 |
| | 18-49 | 165,000 | .31 | 91 |
| | 18-34 | 103,400 | .30 | 93 |
| | 25-49 | 120,600 | .31 | 85 |
| | 25-54 | 140,600 | .32 | 83 |
| TEENS | TOTAL | 72,700 | .33 | 84 |
| CHILD | TOTAL | 106,700 | .33 | 86 |
| | 6-11 | 63,600 | .33 | 86 |

## ZANESVILLE

| | | | | |
|---|---|---|---|---|
| TV HOUSEHOLDS | | 30,500 | .04 | 198 |
| | | Population in TVHH and Group Quarters | Pct of U.S. | ADI Rank |
| PERSONS | 2+ | 81,000 | .04 | 200 |
| | 18+ | 59,900 | .04 | 200 |
| | 18-49 | 36,800 | .03 | 201 |
| | 12-24 | 18,900 | .04 | 201 |
| | 12-34 | 31,500 | .03 | 201 |
| | 18-34 | 22,900 | .03 | 201 |
| WOMEN | TOTAL | 32,100 | .04 | 199 |
| | 18-49 | 18,800 | .03 | 201 |
| | 12-24 | 9,400 | .04 | 201 |
| | 18-34 | 11,700 | .03 | 201 |
| | 25-49 | 13,600 | .03 | 200 |
| | 25-54 | 15,900 | .03 | 200 |
| MEN | TOTAL | 27,800 | .03 | 201 |
| | 18-49 | 18,000 | .03 | 201 |
| | 18-34 | 11,200 | .03 | 201 |
| | 25-49 | 12,900 | .03 | 201 |
| | 25-54 | 15,000 | .03 | 201 |
| TEENS | TOTAL | 8,600 | .04 | 199 |
| CHILD | TOTAL | 12,500 | .04 | 201 |
| | 6-11 | 7,400 | .04 | 200 |

# ADI Population Estimates

Markets Alphabetically by Demographic Category

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## PERSONS 2+

US TOTAL 221,969,000

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 288,400 | .13 | 157 |
| ALBANY, GA | 368,200 | .17 | 143 |
| ALBANY-SCHENECTADY-TROY | 1,234,000 | .56 | 52 |
| ALBUQUERQUE | 986,400 | .44 | 64 |
| ALEXANDRIA, LA | 191,400 | .09 | 173 |
| ALEXANDRIA, MN | 220,300 | .10 | 165 |
| ALPENA | 31,300 | .01 | 209 |
| AMARILLO | 463,900 | .21 | 116 |
| ANNISTON | 118,800 | .05 | 191 |
| ARDMORE-ADA | 177,900 | .08 | 175 |
| ATLANTA | 3,001,100 | 1.35 | 14 |
| AUGUSTA | 574,900 | .26 | 101 |
| AUSTIN, TX | 672,800 | .30 | 89 |
| BAKERSFIELD | 338,900 | .15 | 151 |
| BALTIMORE | 2,318,200 | 1.04 | 19 |
| BANGOR | 301,400 | .14 | 154 |
| BATON ROUGE | 709,500 | .32 | 87 |
| BEAUMONT-PORT ARTHUR | 449,400 | .20 | 118 |
| BEND | 64,500 | .03 | 205 |
| BILLINGS-HARDIN | 205,900 | .09 | 170 |
| BILOXI-GULFPORT-PASCAGOULA | 166,300 | .07 | 179 |
| BINGHAMTON | 405,900 | .18 | 136 |
| BIRMINGHAM | 1,317,500 | .59 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 423,400 | .19 | 126 |
| BOISE | 419,400 | .19 | 128 |
| BOSTON | 5,141,300 | 2.32 | 5 |
| BOWLING GREEN | 149,100 | .07 | 182 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 737,500 | .33 | 83 |
| BUFFALO | 1,683,200 | .76 | 32 |
| BURLINGTON-PLATTSBURGH | 655,800 | .30 | 92 |
| CASPER-RIVERTON | 155,700 | .07 | 181 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 856,000 | .39 | 74 |
| CHARLESTON, SC | 541,200 | .24 | 106 |
| CHARLESTON-HUNTINGTON | 1,447,900 | .65 | 43 |
| CHARLOTTE | 1,719,700 | .77 | 31 |
| CHATTANOOGA | 781,300 | .35 | 79 |
| CHEYENNE | 127,400 | .06 | 189 |
| CHICAGO | 8,120,200 | 3.66 | 3 |
| CHICO-REDDING | 348,800 | .16 | 147 |
| CINCINNATI | 1,857,900 | .84 | 27 |
| CLARKSBURG-WESTON | 207,000 | .09 | 168 |
| CLEVELAND | 3,711,400 | 1.67 | 9 |
| COLORADO SPRINGS-PUEBLO | 530,800 | .24 | 107 |
| COLUMBIA, SC | 722,200 | .33 | 86 |
| COLUMBIA-JEFFERSON CITY | 379,200 | .17 | 140 |
| COLUMBUS, GA | 322,200 | .14 | 109 |
| COLUMBUS, OH | 1,554,000 | .70 | 39 |
| COLUMBUS-TUPELO | 384,500 | .17 | 139 |
| CORPUS CHRISTI | 439,800 | .20 | 121 |
| DALLAS-FT. WORTH | 3,635,500 | 1.64 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 875,700 | .39 | 71 |
| DAYTON | 1,252,500 | .56 | 50 |
| DENVER | 2,300,800 | 1.04 | 20 |
| DES MOINES | 943,000 | .42 | 68 |
| DETROIT | 4,537,700 | 2.04 | 7 |
| DOTHAN | 266,300 | .12 | 159 |
| DULUTH-SUPERIOR | 460,400 | .21 | 117 |
| EL CENTRO-YUMA | 177,900 | .08 | 175 |
| EL PASO | 608,600 | .27 | 98 |
| ELMIRA | 224,000 | .10 | 164 |
| ERIE | 357,100 | .16 | 146 |
| EUGENE | 419,800 | .19 | 127 |
| EUREKA | 138,600 | .06 | 185 |
| EVANSVILLE | 688,600 | .31 | 88 |
| FARGO | 517,900 | .23 | 111 |
| FARMINGTON | 80,900 | .04 | 201 |
| FLINT-SAGINAW-BAY CITY | 1,294,400 | .57 | 49 |
| FLORENCE, SC | 371,500 | .17 | 141 |
| FT. MYERS-NAPLES | 410,500 | .18 | 134 |
| FT. SMITH | 344,400 | .16 | 149 |
| FT. WAYNE | 652,800 | .29 | 93 |
| FRESNO | 1,032,600 | .47 | 62 |
| GAINESVILLE | 191,500 | .09 | 172 |
| GLENDIVE | 16,800 | .01 | 210 |
| GRAND JUNCTION | 138,200 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,568,100 | .71 | 38 |
| GREAT FALLS | 169,300 | .03 | 177 |
| GREEN BAY | 956,000 | .43 | 67 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 1,233,100 | .56 | 53 |
| GREENVILLE-NEW BERN-WASHINGTON | 611,700 | .28 | 97 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 1,550,500 | .70 | 40 |
| GREENWOOD-GREENVILLE | 206,200 | .09 | 169 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 1,287,900 | .58 | 48 |
| HARRISONBURG | 105,800 | .05 | 195 |
| HARTFORD-NEW HAVEN | 2,121,700 | .96 | 23 |
| HELENA | 46,600 | .02 | 207 |
| HOUSTON | 3,513,000 | 1.58 | 11 |
| HUNTSVILLE-DECATUR-FLORENCE | 666,900 | .30 | 91 |
| IDAHO FALLS-POCATELLO | 302,700 | .14 | 154 |
| INDIANAPOLIS | 2,127,800 | .96 | 22 |
| JACKSON, MS | 749,200 | .34 | 81 |
| JACKSON, TN | 147,400 | .07 | 184 |
| JACKSONVILLE | 1,022,000 | .46 | 63 |
| JOHNSTOWN-ALTOONA | 737,000 | .33 | 84 |
| JONESBORO | 180,200 | .08 | 174 |
| JOPLIN-PITTSBURG | 439,200 | .20 | 122 |
| KANSAS CITY | 1,801,600 | .82 | 29 |
| KNOXVILLE | 1,238,800 | .51 | 57 |
| LA CROSSE-EAU CLAIRE | 416,300 | .19 | 130 |
| LAFAYETTE, IN | 117,000 | .05 | 192 |
| LAFAYETTE, LA | 525,200 | .24 | 108 |
| LAKE CHARLES | 258,100 | .12 | 160 |
| LANSING | 600,000 | .27 | 99 |
| LAREDO | 107,900 | .05 | 193 |
| LAS VEGAS | 498,400 | .22 | 113 |
| LAUREL-HATTIESBURG | 239,400 | .11 | 163 |
| LEXINGTON | 801,700 | .36 | 77 |
| LIMA | 106,400 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 652,500 | .29 | 94 |
| LITTLE ROCK | 1,213,800 | .55 | 54 |
| LOS ANGELES | 11,191,700 | 5.04 | 2 |
| LOUISVILLE | 1,413,200 | .64 | 45 |
| LUBBOCK | 414,400 | .19 | 132 |
| MACON | 411,200 | .19 | 133 |
| MADISON | 518,800 | .23 | 110 |
| MANKATO | 87,800 | .04 | 198 |
| MARQUETTE | 157,100 | .07 | 180 |
| MCALLEN-BROWNSVILLE (LRGV) | 558,300 | .25 | 103 |
| MEDFORD | 297,700 | .13 | 156 |
| MEMPHIS | 1,621,100 | .73 | 34 |
| MERIDIAN | 203,400 | .09 | 171 |
| MIAMI | 2,880,900 | 1.30 | 15 |
| MILWAUKEE | 1,617,800 | .92 | 28 |
| MINNEAPOLIS-ST. PAUL | 3,022,000 | 1.36 | 13 |
| MINOT-BISMARCK-DICKINSON | 369,900 | .17 | 142 |
| MISSOULA-BUTTE | 304,700 | .14 | 153 |
| MOBILE-PENSACOLA | 1,110,500 | .50 | 58 |
| MONROE-EL DORADO | 548,400 | .25 | 105 |
| MONTGOMERY | 473,900 | .21 | 115 |
| NASHVILLE | 1,728,700 | .78 | 30 |
| NEW ORLEANS | 1,654,000 | .75 | 33 |
| NEW YORK | 17,026,600 | 7.67 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,395,900 | .63 | 46 |
| NORTH PLATTE | 45,600 | .02 | 208 |
| ODESSA-MIDLAND | 358,300 | .16 | 145 |
| OKLAHOMA CITY | 1,424,400 | .64 | 44 |
| OMAHA | 890,600 | .40 | 70 |
| ORLANDO-DAYTONA BEACH | 1,574,700 | .71 | 37 |
| OTTUMWA-KIRKSVILLE | 76,400 | .03 | 202 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 872,300 | .39 | 72 |
| PALM SPRINGS | 133,500 | .06 | 188 |
| PANAMA CITY | 169,300 | .08 | 177 |
| PARKERSBURG | 101,100 | .05 | 196 |
| PEORIA | 561,200 | .25 | 102 |
| PHILADELPHIA | 6,697,300 | 3.02 | 4 |
| PHOENIX (FLAGSTAFF) | 2,044,600 | .92 | 24 |
| PITTSBURGH | 3,226,000 | 1.45 | 12 |
| PORTLAND, OR | 2,023,600 | .91 | 25 |
| PORTLAND-POLAND SPRING | 794,700 | .36 | 78 |
| PRESQUE ISLE | 84,000 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 1,482,200 | .67 | 41 |
| QUINCY-HANNIBAL | 307,200 | .14 | 152 |
| RALEIGH-DURHAM | 1,590,800 | .72 | 36 |
| RAPID CITY | 256,300 | .12 | 162 |
| RENO | 389,100 | .18 | 138 |
| RICHMOND (CHARLOTTESVILLE) | 1,181,300 | .53 | 56 |
| ROANOKE-LYNCHBURG | 984,300 | .44 | 65 |
| ROCHESTER, NY | 897,400 | .40 | 69 |
| ROCHESTER-MASON CITY-AUSTIN | 363,500 | .16 | 144 |
| ROCKFORD | 497,800 | .22 | 115 |
| ROSWELL | 148,300 | .07 | 183 |
| SACRAMENTO-STOCKTON | 2,153,000 | .97 | 21 |
| ST. JOSEPH | 125,600 | .06 | 190 |
| ST. LOUIS | 2,765,000 | 1.25 | 17 |
| SALINAS-MONTEREY | 503,400 | .23 | 112 |
| SALISBURY | 215,400 | .10 | 167 |
| SALT LAKE CITY | 1,610,900 | .73 | 35 |
| SAN ANGELO | 96,100 | .04 | 197 |
| SAN ANTONIO | 1,456,000 | .66 | 42 |
| SAN DIEGO | 1,889,000 | .85 | 26 |
| SAN FRANCISCO | 4,942,200 | 2.23 | 6 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 448,700 | .20 | 119 |
| SAVANNAH | 552,700 | .25 | 104 |
| SEATTLE-TACOMA | 2,779,900 | 1.25 | 16 |
| SELMA | 51,000 | .02 | 206 |
| SHREVEPORT-TEXARKANA | 1,182,900 | .53 | 55 |
| SIOUX CITY | 393,400 | .18 | 137 |
| SIOUX FALLS-MITCHELL | 616,000 | .28 | 96 |
| SOUTH BEND-ELKHART | 753,200 | .34 | 80 |
| SPOKANE | 847,700 | .38 | 76 |
| SPRINGFIELD, MA | 620,300 | .28 | 95 |
| SPRINGFIELD, MO | 722,600 | .33 | 85 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 850,200 | .38 | 75 |
| SYRACUSE | 979,000 | .44 | 66 |
| TALLAHASSEE | 430,800 | .19 | 123 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 2,559,600 | 1.15 | 18 |
| TERRE HAUTE | 424,900 | .19 | 125 |
| TOLEDO | 1,096,800 | .49 | 60 |
| TOPEKA | 344,200 | .16 | 150 |
| TRAVERSE CITY-CADILLAC | 407,300 | .18 | 135 |
| TUCSON | 672,600 | .30 | 90 |
| TULSA | 1,098,600 | .49 | 59 |
| TUSCALOOSA | 138,100 | .06 | 187 |
| TWIN FALLS | 72,600 | .03 | 203 |
| TYLER | 258,000 | .12 | 161 |
| UTICA | 277,300 | .12 | 158 |
| VICTORIA | 69,400 | .03 | 204 |
| WACO-TEMPLE | 599,500 | .27 | 100 |
| WASHINGTON, DC | 3,986,300 | 1.80 | 8 |
| WATERTOWN-CARTHAGE | 217,900 | .10 | 166 |
| WAUSAU-RHINELANDER | 427,200 | .19 | 124 |
| WEST PALM BEACH | 871,600 | .39 | 73 |
| WHEELING-STEUBENVILLE | 415,900 | .19 | 131 |
| WICHITA-HUTCHINSON | 1,041,900 | .47 | 61 |
| WICHITA FALLS-LAWTON | 417,300 | .19 | 129 |
| WILKES BARRE-SCRANTON | 1,249,500 | .56 | 51 |
| WILMINGTON | 344,900 | .16 | 148 |
| YAKIMA | 444,300 | .20 | 120 |
| YOUNGSTOWN | 739,400 | .33 | 82 |
| ZANESVILLE | 81,000 | .04 | 200 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## PERSONS 18+

US TOTAL 167,800,000

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 220,400 | .13 | 156 |
| ALBANY, GA | 262,000 | .16 | 147 |
| ALBANY-SCHENECTADY-TROY | 943,300 | .56 | 50 |
| ALBUQUERQUE | 712,700 | .42 | 67 |
| ALEXANDRIA, LA | 138,100 | .08 | 173 |
| ALEXANDRIA, MN | 165,000 | .10 | 166 |
| ALPENA | 23,000 | .01 | 209 |
| AMARILLO | 342,700 | .20 | 118 |
| ANNISTON | 89,300 | .05 | 192 |
| ARDMORE-ADA | 135,200 | .08 | 175 |
| ATLANTA | 2,234,300 | 1.33 | 15 |
| AUGUSTA | 419,700 | .25 | 102 |
| AUSTIN, TX | 519,000 | .31 | 87 |
| BAKERSFIELD | 247,800 | .15 | 151 |
| BALTIMORE | 1,770,800 | 1.06 | 19 |
| BANGOR | 226,400 | .13 | 154 |
| BATON ROUGE | 509,100 | .30 | 90 |
| BEAUMONT-PORT ARTHUR | 332,600 | .20 | 121 |
| BEND | 48,600 | .03 | 205 |
| BILLINGS-HARDIN | 152,600 | .09 | 169 |
| BILOXI-GULFPORT-PASCAGOULA | 122,400 | .07 | 179 |
| BINGHAMTON | 305,500 | .18 | 133 |
| BIRMINGHAM | 986,300 | .59 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 311,300 | .19 | 131 |
| BOISE | 308,000 | .18 | 132 |
| BOSTON | 3,966,500 | 2.36 | 5 |
| BOWLING GREEN | 113,700 | .07 | 182 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 552,500 | .33 | 84 |
| BUFFALO | 1,272,600 | .76 | 32 |
| BURLINGTON-PLATTSBURGH | 494,400 | .29 | 93 |
| CASPER-RIVERTON | 113,900 | .07 | 181 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 642,400 | .38 | 75 |
| CHARLESTON, SC | 393,900 | .23 | 107 |
| CHARLESTON-HUNTINGTON | 1,069,900 | .64 | 43 |
| CHARLOTTE | 1,287,900 | .77 | 31 |
| CHATTANOOGA | 581,800 | .35 | 79 |
| CHEYENNE | 94,800 | .06 | 190 |
| CHICAGO | 6,086,500 | 3.63 | 3 |
| CHICO-REDDING | 269,800 | .16 | 142 |
| CINCINNATI | 1,382,700 | .82 | 27 |
| CLARKSBURG-WESTON | 157,200 | .09 | 168 |
| CLEVELAND | 2,799,100 | 1.67 | 9 |
| COLORADO SPRINGS-PUEBLO | 396,900 | .24 | 106 |
| COLUMBIA, SC | 534,900 | .32 | 86 |
| COLUMBIA-JEFFERSON CITY | 293,700 | .18 | 139 |
| COLUMBUS, GA | 387,000 | .23 | 110 |
| COLUMBUS, OH | 1,770,000 | 1.70 | 38 |
| COLUMBUS-TUPELO | 282,400 | .17 | 140 |
| CORPUS CHRISTI | 311,900 | .19 | 130 |
| DALLAS-FT. WORTH | 2,730,400 | 1.63 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 652,400 | .39 | 74 |
| DAYTON | 936,000 | .56 | 52 |
| DENVER | 1,752,900 | 1.04 | 20 |
| DES MOINES | 722,900 | .43 | 66 |
| DETROIT | 3,373,900 | 2.01 | 7 |
| DOTHAN | 195,500 | .12 | 159 |
| DULUTH-SUPERIOR | 348,500 | .21 | 116 |
| EL CENTRO-YUMA | 126,100 | .08 | 177 |
| EL PASO | 423,200 | .25 | 101 |
| ELMIRA | 167,800 | .10 | 164 |
| ERIE | 267,000 | .16 | 144 |
| EUGENE | 319,400 | .19 | 128 |
| EUREKA | 108,300 | .06 | 184 |
| EVANSVILLE | 517,800 | .31 | 88 |
| FARGO | 392,600 | .23 | 108 |
| FARMINGTON | 54,600 | .03 | 202 |
| FLINT-SAGINAW-BAY CITY | 908,300 | .54 | 53 |
| FLORENCE, SC | 266,300 | .16 | 146 |
| FT. MYERS-NAPLES | 333,200 | .20 | 120 |
| FT. SMITH | 258,900 | .15 | 149 |
| FT. WAYNE | 478,200 | .28 | 95 |
| FRESNO | 754,700 | .45 | 64 |
| GAINESVILLE | 151,200 | .09 | 170 |
| GLENDIVE | 12,300 | .01 | 210 |
| GRAND JUNCTION | 103,800 | .06 | 187 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,161,900 | .69 | 39 |
| GREAT FALLS | 125,100 | .07 | 178 |
| GREEN BAY | 705,700 | .42 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 937,800 | .56 | 51 |
| GREENVILLE-NEW BERN-WASHINGTON | 458,800 | .27 | 98 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 1,173,500 | .70 | 37 |
| GREENWOOD-GREENVILLE | 141,000 | .08 | 172 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 981,600 | .58 | 48 |
| HARRISONBURG | 82,400 | .05 | 193 |
| HARTFORD-NEW HAVEN | 1,638,800 | .98 | 21 |
| HELENA | 34,800 | .02 | 207 |
| HOUSTON | 2,594,800 | 1.55 | 11 |
| HUNTSVILLE-DECATUR-FLORENCE | 495,200 | .30 | 92 |
| IDAHO FALLS-POCATELLO | 208,900 | .12 | 158 |
| INDIANAPOLIS | 1,586,900 | .95 | 23 |
| JACKSON, MS | 538,700 | .32 | 85 |
| JACKSON, TN | 111,200 | .07 | 183 |
| JACKSONVILLE | 758,800 | .45 | 62 |
| JOHNSTOWN-ALTOONA | 562,400 | .34 | 80 |
| JONESBORO | 136,800 | .08 | 174 |
| JOPLIN-PITTSBURG | 336,500 | .20 | 119 |
| KANSAS CITY | 1,379,600 | .82 | 28 |
| KNOXVILLE | 853,500 | .51 | 57 |
| LA CROSSE-EAU CLAIRE | 314,400 | .19 | 129 |
| LAFAYETTE, IN | 93,900 | .06 | 191 |
| LAFAYETTE, LA | 373,000 | .22 | 112 |
| LAKE CHARLES | 188,300 | .11 | 161 |
| LANSING | 450,200 | .27 | 99 |
| LAREDO | 70,500 | .04 | 197 |
| LAS VEGAS | 379,000 | .23 | 111 |
| LAUREL-HATTIESBURG | 175,100 | .10 | 163 |
| LEXINGTON | 600,600 | .36 | 77 |
| LIMA | 78,300 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 503,000 | .30 | 91 |
| LITTLE ROCK | 907,800 | .54 | 54 |
| LOS ANGELES | 8,531,600 | 5.08 | 2 |
| LOUISVILLE | 1,051,700 | .63 | 44 |
| LUBBOCK | 304,600 | .18 | 134 |
| MACON | 301,100 | .18 | 137 |
| MADISON | 398,900 | .24 | 104 |
| MANKATO | 68,200 | .04 | 198 |
| MARQUETTE | 120,700 | .07 | 180 |
| MCALLEN-BROWNSVILLE (LRGV) | 365,000 | .22 | 114 |
| MEDFORD | 229,000 | .13 | 155 |
| MEMPHIS | 1,180,400 | .70 | 36 |
| MERIDIAN | 147,400 | .09 | 171 |
| MIAMI | 2,316,100 | 1.38 | 13 |
| MILWAUKEE | 1,360,200 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 2,265,500 | 1.35 | 14 |
| MINOT-BISMARCK-DICKINSON | 269,800 | .16 | 142 |
| MISSOULA-BUTTE | 230,400 | .14 | 153 |
| MOBILE-PENSACOLA | 807,600 | .48 | 60 |
| MONROE-EL DORADO | 397,600 | .24 | 105 |
| MONTGOMERY | 346,900 | .21 | 117 |
| NASHVILLE | 1,310,700 | .78 | 30 |
| NEW ORLEANS | 1,204,300 | .72 | 34 |
| NEW YORK | 13,125,700 | 7.85 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,052,300 | .63 | 44 |
| NORTH PLATTE | 33,700 | .02 | 208 |
| ODESSA-MIDLAND | 259,300 | .15 | 148 |
| OKLAHOMA CITY | 1,085,200 | .65 | 42 |
| OMAHA | 664,200 | .40 | 72 |
| ORLANDO-DAYTONA BEACH | 1,228,700 | .73 | 33 |
| OTTUMWA-KIRKSVILLE | 59,800 | .04 | 201 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 672,600 | .40 | 71 |
| PALM SPRINGS | 99,800 | .06 | 188 |
| PANAMA CITY | 126,900 | .08 | 176 |
| PARKERSBURG | 75,600 | .05 | 195 |
| PEORIA | 424,200 | .25 | 100 |
| PHILADELPHIA | 5,128,600 | 3.06 | 4 |
| PHOENIX (FLAGSTAFF) | 1,532,700 | .91 | 25 |
| PITTSBURGH | 2,506,200 | 1.49 | 12 |
| PORTLAND, OR | 1,543,900 | .92 | 24 |
| PORTLAND-POLAND SPRING | 600,400 | .36 | 78 |
| PRESQUE ISLE | 60,700 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 1,139,700 | .68 | 40 |
| QUINCY-HANNIBAL | 236,000 | .14 | 152 |
| RALEIGH-DURHAM | 1,200,100 | .72 | 35 |
| RAPID CITY | 187,300 | .11 | 162 |
| RENO | 304,000 | .18 | 135 |
| RICHMOND (CHARLOTTESVILLE) | 905,300 | .54 | 55 |
| ROANOKE-LYNCHBURG | 756,600 | .45 | 63 |
| ROCHESTER, NY | 680,300 | .41 | 70 |
| ROCHESTER-MASON CITY-AUSTIN | 274,100 | .16 | 141 |
| ROCKFORD | 368,500 | .22 | 113 |
| ROSWELL | 107,400 | .06 | 185 |
| SACRAMENTO-STOCKTON | 1,638,500 | .98 | 22 |
| ST. JOSEPH | 97,100 | .06 | 189 |
| ST. LOUIS | 2,076,700 | 1.24 | 17 |
| SALINAS-MONTEREY | 387,800 | .23 | 109 |
| SALISBURY | 165,500 | .10 | 165 |
| SALT LAKE CITY | 1,102,500 | .66 | 41 |
| SAN ANGELO | 72,900 | .04 | 196 |
| SAN ANTONIO | 1,050,700 | .63 | 46 |
| SAN DIEGO | 1,475,900 | .88 | 26 |
| SAN FRANCISCO | 3,882,700 | 2.31 | 6 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 358,800 | .21 | 115 |
| SAVANNAH | 405,800 | .24 | 103 |
| SEATTLE-TACOMA | 2,138,000 | 1.27 | 16 |
| SELMA | 35,600 | .02 | 206 |
| SHREVEPORT-TEXARKANA | 877,600 | .52 | 56 |
| SIOUX CITY | 296,100 | .18 | 138 |
| SIOUX FALLS-MITCHELL | 462,000 | .28 | 96 |
| SOUTH BEND-ELKHART | 558,000 | .33 | 82 |
| SPOKANE | 636,600 | .38 | 76 |
| SPRINGFIELD, MA | 481,400 | .29 | 94 |
| SPRINGFIELD, MO | 556,600 | .33 | 83 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 653,400 | .39 | 73 |
| SYRACUSE | 741,700 | .44 | 65 |
| TALLAHASSEE | 318,900 | .19 | 125 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 2,063,800 | 1.23 | 18 |
| TERRE HAUTE | 325,600 | .19 | 123 |
| TOLEDO | 814,400 | .49 | 59 |
| TOPEKA | 267,000 | .16 | 144 |
| TRAVERSE CITY-CADILLAC | 302,700 | .18 | 136 |
| TUCSON | 511,100 | .30 | 89 |
| TULSA | 828,800 | .49 | 58 |
| TUSCALOOSA | 105,500 | .06 | 186 |
| TWIN FALLS | 53,000 | .03 | 203 |
| TYLER | 192,900 | .11 | 160 |
| UTICA | 211,200 | .13 | 157 |
| VICTORIA | 50,000 | .03 | 204 |
| WACO-TEMPLE | 462,000 | .28 | 96 |
| WASHINGTON, DC | 3,032,200 | 1.81 | 8 |
| WATERTOWN-CARTHAGE | 160,200 | .10 | 167 |
| WAUSAU-RHINELANDER | 315,300 | .19 | 127 |
| WEST PALM BEACH | 705,903 | .42 | 68 |
| WHEELING-STEUBENVILLE | 314,800 | .19 | 128 |
| WICHITA-HUTCHINSON | 795,500 | .47 | 61 |
| WICHITA FALLS-LAWTON | 316,600 | .19 | 126 |
| WILKES BARRE-SCRANTON | 971,700 | .58 | 49 |
| WILMINGTON | 251,100 | .15 | 150 |
| YAKIMA | 328,900 | .20 | 122 |
| YOUNGSTOWN | 560,000 | .33 | 81 |
| ZANESVILLE | 59,900 | .04 | 200 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## PERSONS 18-49

US TOTAL 108,050,400

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 125,800 | .12 | 159 |
| ALBANY, GA | 169,600 | .16 | 144 |
| ALBANY-SCHENECTADY-TROY | 568,100 | .53 | 53 |
| ALBUQUERQUE | 494,700 | .46 | 63 |
| ALEXANDRIA, LA | 86,300 | .08 | 173 |
| ALEXANDRIA, MN | 92,300 | .09 | 169 |
| ALPENA | 14,400 | .01 | 209 |
| AMARILLO | 218,000 | .20 | 116 |
| ANNISTON | 60,500 | .06 | 190 |
| ARDMORE-ADA | 75,200 | .07 | 181 |
| ATLANTA | 1,565,400 | 1.45 | 12 |
| AUGUSTA | 277,900 | .26 | 101 |
| AUSTIN, TX | 368,100 | .34 | 80 |
| BAKERSFIELD | 165,200 | .15 | 146 |
| BALTIMORE | 1,157,000 | 1.07 | 19 |
| BANGOR | 143,600 | .13 | 154 |
| BATON ROUGE | 364,400 | .34 | 81 |
| BEAUMONT-PORT ARTHUR | 209,200 | .19 | 122 |
| BEND | 32,800 | .03 | 204 |
| BILLINGS-MARDIN | 99,900 | .09 | 167 |
| BILOXI-GULFPORT-PASCAGOULA | 84,800 | .08 | 174 |
| BINGHAMTON | 186,300 | .17 | 135 |
| BIRMINGHAM | 618,400 | .57 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 191,700 | .18 | 131 |
| BOISE | 205,500 | .19 | 124 |
| BOSTON | 2,508,200 | 2.32 | 6 |
| BOWLING GREEN | 73,400 | .07 | 182 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 352,700 | .33 | 83 |
| BUFFALO | 770,600 | .71 | 36 |
| BURLINGTON-PLATTSBURGH | 327,400 | .30 | 89 |
| CASPER-RIVERTON | 82,000 | .08 | 175 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 413,300 | .38 | 72 |
| CHARLESTON, SC | 282,900 | .26 | 100 |
| CHARLESTON-HUNTINGTON | 680,500 | .63 | 46 |
| CHARLOTTE | 847,000 | .78 | 31 |
| CHATTANOOGA | 380,600 | .35 | 77 |
| CHEYENNE | 61,500 | .06 | 189 |
| CHICAGO | 3,999,400 | 3.70 | 3 |
| CHICO-REDDING | 164,300 | .15 | 147 |
| CINCINNATI | 894,700 | .83 | 27 |
| CLARKSBURG-WESTON | 92,100 | .09 | 170 |
| CLEVELAND | 1,755,800 | 1.62 | 11 |
| COLORADO SPRINGS-PUEBLO | 271,900 | .25 | 104 |
| COLUMBIA, SC | 374,400 | .35 | 78 |
| COLUMBIA-JEFFERSON CITY | 188,700 | .17 | 133 |
| COLUMBUS, GA | 256,500 | .24 | 109 |
| COLUMBUS, OH | 793,600 | .73 | 34 |
| COLUMBUS-TUPELO | 176,000 | .16 | 138 |
| CORPUS CHRISTI | 210,300 | .19 | 121 |
| DALLAS-FT. WORTH | 1,855,800 | 1.72 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 405,900 | .38 | 74 |
| DAYTON | 603,900 | .56 | 50 |
| DENVER | 1,276,600 | 1.18 | 16 |
| DES MOINES | 445,700 | .41 | 67 |
| DETROIT | 2,235,200 | 2.07 | 7 |
| DOTHAN | 124,600 | .12 | 160 |
| DULUTH-SUPERIOR | 205,100 | .19 | 125 |
| EL CENTRO-YUMA | 81,700 | .08 | 176 |
| EL PASO | 303,900 | .28 | 97 |
| ELMIRA | 100,500 | .09 | 166 |
| ERIE | 166,100 | .15 | 145 |
| EUGENE | 215,400 | .20 | 120 |
| EUREKA | 70,900 | .07 | 184 |
| EVANSVILLE | 318,600 | .29 | 93 |
| FARGO | 246,400 | .23 | 111 |
| FARMINGTON | 40,700 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 602,600 | .56 | 51 |
| FLORENCE, SC | 177,000 | .16 | 139 |
| FT. MYERS-NAPLES | 150,500 | .14 | 152 |
| FT. SMITH | 163,700 | .15 | 148 |
| FT. WAYNE | 309,100 | .29 | 96 |
| FRESNO | 502,000 | .46 | 61 |
| GAINESVILLE | 112,100 | .10 | 163 |
| GLENDIVE | 9,000 | .01 | 210 |
| GRAND JUNCTION | 67,200 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 766,600 | .71 | 37 |
| GREAT FALLS | 80,500 | .07 | 177 |
| GREEN BAY | 439,300 | .41 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 608,900 | .56 | 49 |
| GREENVILLE-NEW BERN-WASHINGTON | 316,500 | .29 | 94 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 741,700 | .69 | 39 |
| GREENWOOD-GREENVILLE | 87,300 | .08 | 172 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 617,100 | .57 | 48 |
| HARRISONBURG | 54,300 | .05 | 193 |
| HARTFORD-NEW HAVEN | 1,025,900 | .95 | 22 |
| HELENA | 23,400 | .02 | 206 |
| HOUSTON | 1,907,600 | 1.77 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 324,400 | .30 | 90 |
| IDAHO FALLS-POCATELLO | 146,300 | .14 | 153 |
| INDIANAPOLIS | 1,046,300 | .97 | 21 |
| JACKSON, MS | 345,300 | .32 | 85 |
| JACKSON, TN | 67,100 | .06 | 187 |
| JACKSONVILLE | 496,700 | .46 | 62 |
| JOHNSTOWN-ALTOONA | 342,700 | .32 | 86 |
| JONESBORO | 80,500 | .07 | 177 |
| JOPLIN-PITTSBURG | 188,100 | .17 | 134 |
| KANSAS CITY | 890,700 | .82 | 28 |
| KNOXVILLE | 548,400 | .51 | 55 |
| LA CROSSE-EAU CLAIRE | 196,100 | .18 | 129 |
| LAFAYETTE, IN | 70,800 | .07 | 185 |
| LAFAYETTE, LA | 250,000 | .23 | 110 |
| LAKE CHARLES | 131,700 | .12 | 157 |
| LANSING | 320,200 | .30 | 92 |
| LAREDO | 47,600 | .04 | 195 |
| LAS VEGAS | 269,500 | .25 | 107 |
| LAUREL-HATTIESBURG | 111,500 | .10 | 164 |
| LEXINGTON | 401,300 | .37 | 79 |
| LIMA | 49,100 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 302,800 | .28 | 98 |
| LITTLE ROCK | 557,700 | .52 | 54 |
| LOS ANGELES | 5,750,600 | 5.32 | 2 |
| LOUISVILLE | 691,900 | .64 | 43 |
| LUBBOCK | 204,300 | .19 | 126 |
| MACON | 198,100 | .18 | 128 |
| MADISON | 270,400 | .25 | 105 |
| MANKATO | 43,200 | .04 | 198 |
| MARQUETTE | 76,200 | .07 | 180 |
| MCALLEN-BROWNSVILLE (LRGV) | 242,600 | .22 | 113 |
| MEDFORD | 138,400 | .13 | 155 |
| MEMPHIS | 765,400 | .71 | 38 |
| MERIDIAN | 88,500 | .08 | 171 |
| MIAMI | 1,280,300 | 1.18 | 17 |
| MILWAUKEE | 879,200 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 1,519,000 | 1.41 | 13 |
| MINOT-BISMARCK-DICKINSON | 172,500 | .16 | 143 |
| MISSOULA-BUTTE | 154,000 | .14 | 151 |
| MOBILE-PENSACOLA | 545,200 | .50 | 56 |
| MONROE-EL DORADO | 242,900 | .22 | 112 |
| MONTGOMERY | 217,100 | .20 | 118 |
| NASHVILLE | 848,500 | .79 | 30 |
| NEW ORLEANS | 825,800 | .76 | 33 |
| NEW YORK | 8,103,600 | 7.50 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 729,300 | .67 | 40 |
| NORTH PLATTE | 20,800 | .02 | 208 |
| ODESSA-MIDLAND | 176,800 | .16 | 140 |
| OKLAHOMA CITY | 699,200 | .65 | 42 |
| OMAHA | 420,200 | .39 | 71 |
| ORLANDO-DAYTONA BEACH | 710,500 | .66 | 41 |
| OTTUMWA-KIRKSVILLE | 33,400 | .03 | 203 |
| PADUCAH-CAPE GERARDEAU-HARRISBURG | 394,300 | .36 | 76 |
| PALM SPRINGS | 60,100 | .06 | 191 |
| PANAMA CITY | 78,300 | .07 | 179 |
| PARKERSBURG | 47,500 | .04 | 196 |
| PEORIA | 277,000 | .26 | 102 |
| PHILADELPHIA | 3,165,800 | 2.93 | 4 |
| PHOENIX (FLAGSTAFF) | 988,200 | .91 | 26 |
| PITTSBURGH | 1,478,900 | 1.37 | 14 |
| PORTLAND, OR | 1,015,700 | .94 | 23 |
| PORTLAND-POLAND SPRING | 368,300 | .34 | 79 |
| PRESQUE ISLE | 39,900 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 684,800 | .63 | 45 |
| QUINCY-HANNIBAL | 136,600 | .13 | 156 |
| RALEIGH-DURHAM | 832,100 | .77 | 32 |
| RAPID CITY | 126,500 | .12 | 158 |
| RENO | 206,600 | .19 | 123 |
| RICHMOND (CHARLOTTESVILLE) | 596,100 | .55 | 52 |
| ROANOKE-LYNCHBURG | 478,200 | .44 | 66 |
| ROCHESTER, NY | 441,000 | .41 | 68 |
| ROCHESTER-MASON CITY-AUSTIN | 162,800 | .15 | 149 |
| ROCKFORD | 238,300 | .22 | 114 |
| ROSWELL | 66,800 | .06 | 188 |
| SACRAMENTO-STOCKTON | 1,080,100 | 1.00 | 20 |
| ST. JOSEPH | 55,100 | .05 | 192 |
| ST. LOUIS | 1,294,000 | 1.20 | 16 |
| SALINAS-MONTEREY | 263,400 | .24 | 108 |
| SALISBURY | 98,200 | .09 | 168 |
| SALT LAKE CITY | 789,900 | .73 | 35 |
| SAN ANGELO | 47,100 | .04 | 197 |
| SAN ANTONIO | 688,100 | .64 | 44 |
| SAN DIEGO | 1,010,900 | .94 | 25 |
| SAN FRANCISCO | 2,606,300 | 2.41 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 237,200 | .22 | 115 |
| SAVANNAH | 273,900 | .25 | 103 |
| SEATTLE-TACOMA | 1,441,200 | 1.33 | 15 |
| SELMA | 22,000 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 531,900 | .49 | 58 |
| SIOUX CITY | 173,000 | .16 | 142 |
| SIOUX FALLS-MITCHELL | 269,900 | .25 | 106 |
| SOUTH BEND-ELKHART | 353,500 | .33 | 82 |
| SPOKANE | 412,900 | .38 | 73 |
| SPRINGFIELD, MA | 299,700 | .28 | 99 |
| SPRINGFIELD, MO | 322,500 | .30 | 91 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 422,400 | .39 | 70 |
| SYRACUSE | 479,500 | .44 | 65 |
| TALLAHASSEE | 217,400 | .20 | 117 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 1,015,200 | .94 | 24 |
| TERRE HAUTE | 189,400 | .18 | 132 |
| TOLEDO | 522,700 | .48 | 59 |
| TOPEKA | 174,700 | .16 | 141 |
| TRAVERSE CITY-CADILLAC | 178,800 | .17 | 137 |
| TUCSON | 331,500 | .31 | 88 |
| TULSA | 521,000 | .48 | 60 |
| TUSCALOOSA | 72,900 | .07 | 183 |
| TWIN FALLS | 32,600 | .03 | 205 |
| TYLER | 117,700 | .11 | 162 |
| UTICA | 124,400 | .12 | 161 |
| VICTORIA | 34,500 | .03 | 202 |
| WACO-TEMPLE | 315,300 | .29 | 95 |
| WASHINGTON, DC | 2,122,600 | 1.96 | 8 |
| WATERTOWN-CARTHAGE | 100,600 | .09 | 165 |
| WAUSAU-RHINELANDER | 192,600 | .18 | 130 |
| WEST PALM BEACH | 345,800 | .32 | 84 |
| WHEELING-STEUBENVILLE | 185,400 | .17 | 136 |
| WICHITA-HUTCHINSON | 485,000 | .45 | 64 |
| WICHITA FALLS-LAWTON | 200,200 | .19 | 127 |
| WILKES BARRE-SCRANTON | 538,800 | .50 | 57 |
| WILMINGTON | 162,200 | .15 | 150 |
| YAKIMA | 216,600 | .20 | 119 |
| YOUNGSTOWN | 337,700 | .31 | 87 |
| ZANESVILLE | 36,800 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## PERSONS 12-24

US TOTAL 51,319,700

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 64,500 | .13 | 158 |
| ALBANY, GA | 87,800 | .17 | 141 |
| ALBANY-SCHENECTADY-TROY | 280,400 | .55 | 51 |
| ALBUQUERQUE | 242,700 | .47 | 62 |
| ALEXANDRIA, LA | 45,800 | .09 | 172 |
| ALEXANDRIA, MN | 49,900 | .10 | 168 |
| ALPENA | 7,900 | .02 | 209 |
| AMARILLO | 104,700 | .20 | 121 |
| ANNISTON | 31,800 | .06 | 188 |
| ARDMORE-ADA | 37,700 | .07 | 183 |
| ATLANTA | 696,400 | 1.36 | 14 |
| AUGUSTA | 141,200 | .28 | 103 |
| AUSTIN, TX | 181,400 | .35 | 80 |
| BAKERSFIELD | 80,100 | .16 | 147 |
| BALTIMORE | 538,900 | 1.05 | 19 |
| BANGOR | 71,700 | .14 | 153 |
| BATON ROUGE | 188,800 | .37 | 78 |
| BEAUMONT-PORT ARTHUR | 102,600 | .20 | 122 |
| BEND | 13,500 | .03 | 205 |
| BILLINGS-HARDIN | 46,000 | .09 | 171 |
| BILOXI-GULFPORT-PASCAGOULA | 44,700 | .09 | 174 |
| BINGHAMTON | 95,100 | .19 | 130 |
| BIRMINGHAM | 293,100 | .57 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 92,700 | .18 | 134 |
| BOISE | 94,900 | .18 | 131 |
| BOSTON | 1,200,400 | 2.34 | 5 |
| BOWLING GREEN | 37,900 | .07 | 182 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 161,400 | .31 | 92 |
| BUFFALO | 389,000 | .76 | 36 |
| BURLINGTON-PLATTSBURGH | 165,800 | .32 | 87 |
| CASPER-RIVERTON | 37,200 | .07 | 184 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 215,400 | .42 | 69 |
| CHARLESTON, SC | 145,500 | .28 | 101 |
| CHARLESTON-HUNTINGTON | 329,500 | .64 | 46 |
| CHARLOTTE | 390,700 | .76 | 35 |
| CHATTANOOGA | 174,600 | .34 | 84 |
| CHEYENNE | 29,900 | .06 | 190 |
| CHICAGO | 1,877,300 | 3.66 | 3 |
| CHICO-REDDING | 77,400 | .15 | 150 |
| CINCINNATI | 438,500 | .85 | 27 |
| CLARKSBURG-WESTON | 45,200 | .09 | 173 |
| CLEVELAND | 838,400 | 1.63 | 9 |
| COLORADO SPRINGS-PUEBLO | 137,000 | .26 | 110 |
| COLUMBIA, SC | 190,400 | .37 | 77 |
| COLUMBIA-JEFFERSON CITY | 97,400 | .19 | 128 |
| COLUMBUS, GA | 140,900 | .27 | 104 |
| COLUMBUS, OH | 373,800 | .73 | 38 |
| COLUMBUS-TUPELO | 94,300 | .18 | 133 |
| CORPUS CHRISTI | 107,700 | .21 | 119 |
| DALLAS-FT. WORTH | 832,100 | 1.62 | 11 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 197,600 | .39 | 74 |
| DAYTON | 285,600 | .56 | 50 |
| DENVER | 552,200 | 1.08 | 17 |
| DES MOINES | 216,000 | .42 | 68 |
| DETROIT | 1,075,100 | 2.09 | 6 |
| DOTHAN | 60,800 | .12 | 161 |
| DULUTH-SUPERIOR | 102,300 | .20 | 123 |
| EL CENTRO-YUMA | 43,700 | .09 | 175 |
| EL PASO | 162,800 | .32 | 89 |
| ELMIRA | 50,800 | .10 | 167 |
| ERIE | 84,500 | .16 | 145 |
| EUGENE | 96,000 | .19 | 129 |
| EUREKA | 32,000 | .06 | 186 |
| EVANSVILLE | 154,800 | .30 | 95 |
| FARGO | 130,300 | .25 | 111 |
| FARMINGTON | 21,500 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 311,900 | .61 | 47 |
| FLORENCE, SC | 68,600 | .13 | 140 |
| FT. MYERS-NAPLES | 68,700 | .13 | 156 |
| FT. SMITH | 80,800 | .16 | 146 |
| FT. WAYNE | 150,700 | .29 | 98 |
| FRESNO | 248,200 | .48 | 61 |
| GAINESVILLE | 61,900 | .12 | 160 |
| GLENDIVE | 3,900 | .01 | 210 |
| GRAND JUNCTION | 29,700 | .06 | 189 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 387,500 | .76 | 37 |
| GREAT FALLS | 39,400 | .08 | 179 |
| GREEN BAY | 228,000 | .44 | 67 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 276,700 | .54 | 53 |
| GREENVILLE-NEW BERN-WASHINGTON | 171,700 | .33 | 85 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 345,200 | .67 | 41 |
| GREENWOOD-GREENVILLE | 53,200 | .10 | 166 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 287,900 | .56 | 49 |
| HARRISONBURG | 28,500 | .06 | 193 |
| HARTFORD-NEW HAVEN | 482,300 | .94 | 22 |
| HELENA | 10,800 | .02 | 207 |
| HOUSTON | 834,900 | 1.63 | 10 |
| HUNTSVILLE-DECATUR-FLORENCE | 156,300 | .30 | 94 |
| IDAHO FALLS-POCATELLO | 75,100 | .15 | 151 |
| INDIANAPOLIS | 507,000 | .99 | 20 |
| JACKSON, MS | 181,900 | .35 | 79 |
| JACKSON, TN | 32,000 | .06 | 186 |
| JACKSONVILLE | 235,700 | .46 | 64 |
| JOHNSTOWN-ALTOONA | 178,500 | .35 | 82 |
| JONESBORO | 39,700 | .08 | 178 |
| JOPLIN-PITTSBURG | 92,100 | .18 | 135 |
| KANSAS CITY | 416,500 | .80 | 29 |
| KNOXVILLE | 299,200 | .58 | 45 |
| LA CROSSE-EAU CLAIRE | 105,400 | .21 | 120 |
| LAFAYETTE, IN | 41,800 | .08 | 177 |
| LAFAYETTE, LA | 137,700 | .27 | 106 |
| LAKE CHARLES | 69,300 | .14 | 155 |
| LANSING | 163,300 | .32 | 88 |
| LAREDO | 27,900 | .05 | 194 |
| LAS VEGAS | 119,200 | .23 | 113 |
| LAUREL-HATTIESBURG | 59,400 | .12 | 163 |
| LEXINGTON | 197,700 | .39 | 73 |
| LIMA | 24,400 | .05 | 197 |
| LINCOLN-HASTINGS-KEARNEY | 150,100 | .29 | 99 |
| LITTLE ROCK | 269,600 | .53 | 55 |
| LOS ANGELES | 2,579,400 | 5.03 | 2 |
| LOUISVILLE | 331,000 | .64 | 45 |
| LUBBOCK | 110,800 | .22 | 118 |
| MACON | 99,500 | .19 | 127 |
| MADISON | 131,800 | .26 | 109 |
| MANKATO | 23,800 | .05 | 197 |
| MARQUETTE | 41,900 | .08 | 176 |
| MCALLEN-BROWNSVILLE (LRGV) | 139,000 | .27 | 105 |
| MEDFORD | 60,100 | .12 | 162 |
| MEMPHIS | 392,300 | .76 | 34 |
| MERIDIAN | 46,600 | .09 | 170 |
| MIAMI | 951,200 | 1.07 | 18 |
| MILWAUKEE | 428,000 | .83 | 28 |
| MINNEAPOLIS-ST. PAUL | 732,000 | 1.43 | 12 |
| MINOT-BISMARCK-DICKINSON | 88,800 | .17 | 138 |
| MISSOULA-BUTTE | 73,800 | .14 | 152 |
| MOBILE-PENSACOLA | 272,200 | .53 | 54 |
| MONROE-EL DORADO | 132,800 | .26 | 108 |
| MONTGOMERY | 112,800 | .22 | 117 |
| NASHVILLE | 398,500 | .78 | 33 |
| NEW ORLEANS | 408,000 | .80 | 31 |
| NEW YORK | 3,625,600 | 7.06 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 364,400 | .71 | 39 |
| NORTH PLATTE | 9,800 | .02 | 208 |
| ODESSA-MIDLAND | 85,000 | .17 | 144 |
| OKLAHOMA CITY | 331,500 | .65 | 44 |
| OMAHA | 202,900 | .40 | 72 |
| ORLANDO-DAYTONA BEACH | 341,900 | .67 | 42 |
| OTTUMWA-KIRKSVILLE | 17,900 | .03 | 202 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 196,400 | .38 | 76 |
| PALM SPRINGS | 28,800 | .06 | 191 |
| PANAMA CITY | 38,200 | .07 | 181 |
| PARKERSBURG | 22,000 | .04 | 198 |
| PEORIA | 136,100 | .27 | 107 |
| PHILADELPHIA | 1,522,900 | 2.97 | 4 |
| PHOENIX (FLAGSTAFF) | 473,400 | .92 | 24 |
| PITTSBURGH | 716,400 | 1.40 | 13 |
| PORTLAND, OR | 440,900 | .86 | 26 |
| PORTLAND-POLAND SPRING | 175,000 | .34 | 83 |
| PRESQUE ISLE | 21,000 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 338,000 | .66 | 43 |
| QUINCY-HANNIBAL | 69,900 | .14 | 154 |
| RALEIGH-DURHAM | 409,200 | .80 | 30 |
| RAPID CITY | 62,400 | .12 | 159 |
| RENO | 85,800 | .17 | 143 |
| RICHMOND (CHARLOTTESVILLE) | 278,100 | .54 | 52 |
| ROANOKE-LYNCHBURG | 229,400 | .45 | 66 |
| ROCHESTER, NY | 214,100 | .42 | 70 |
| ROCHESTER-MASON CITY-AUSTIN | 80,000 | .16 | 149 |
| ROCKFORD | 114,000 | .22 | 115 |
| ROSWELL | 34,100 | .07 | 185 |
| SACRAMENTO-STOCKTON | 492,700 | .96 | 21 |
| ST. JOSEPH | 28,800 | .06 | 191 |
| ST. LOUIS | 621,000 | 1.21 | 16 |
| SALINAS-MONTEREY | 120,700 | .24 | 112 |
| SALISBURY | 47,900 | .09 | 169 |
| SALT LAKE CITY | 407,900 | .79 | 32 |
| SAN ANGELO | 24,200 | .05 | 196 |
| SAN ANTONIO | 351,300 | .68 | 40 |
| SAN DIEGO | 480,900 | .94 | 23 |
| SAN FRANCISCO | 1,070,200 | 2.09 | 7 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 114,900 | .22 | 114 |
| SAVANNAH | 145,600 | .28 | 100 |
| SEATTLE-TACOMA | 629,300 | 1.23 | 15 |
| SELMA | 12,600 | .02 | 206 |
| SHREVEPORT-TEXARKANA | 266,800 | .52 | 56 |
| SIOUX CITY | 87,700 | .17 | 142 |
| SIOUX FALLS-MITCHELL | 141,400 | .28 | 102 |
| SOUTH BEND-ELKHART | 171,300 | .33 | 86 |
| SPOKANE | 196,600 | .38 | 75 |
| SPRINGFIELD, MA | 154,200 | .30 | 97 |
| SPRINGFIELD, MO | 161,900 | .32 | 91 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 212,000 | .41 | 71 |
| SYRACUSE | 251,200 | .49 | 60 |
| TALLAHASSEE | 113,600 | .22 | 116 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 469,700 | .92 | 25 |
| TERRE HAUTE | 94,800 | .18 | 132 |
| TOLEDO | 262,900 | .51 | 57 |
| TOPEKA | 89,600 | .17 | 137 |
| TRAVERSE CITY-CADILLAC | 89,700 | .17 | 136 |
| TUCSON | 159,100 | .31 | 93 |
| TULSA | 236,200 | .46 | 63 |
| TUSCALOOSA | 39,200 | .08 | 180 |
| TWIN FALLS | 15,500 | .03 | 204 |
| TYLER | 56,300 | .11 | 165 |
| UTICA | 65,500 | .13 | 157 |
| VICTORIA | 17,000 | .03 | 203 |
| WACO-TEMPLE | 179,400 | .35 | 81 |
| WASHINGTON, DC | 913,400 | 1.78 | 8 |
| WATERTOWN-CARTHAGE | 56,800 | .11 | 164 |
| WAUSAU-RHINELANDER | 101,800 | .20 | 125 |
| WEST PALM BEACH | 154,300 | .30 | 96 |
| WHEELING-STEUBENVILLE | 88,700 | .17 | 139 |
| WICHITA-HUTCHINSON | 232,300 | .45 | 65 |
| WICHITA FALLS-LAWTON | 102,200 | .20 | 124 |
| WILKES BARRE-SCRANTON | 260,900 | .51 | 58 |
| WILMINGTON | 80,100 | .16 | 147 |
| YAKIMA | 101,800 | .20 | 125 |
| YOUNGSTOWN | 162,500 | .32 | 90 |
| ZANESVILLE | 18,900 | .04 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## PERSONS 12-34

US TOTAL 90,274,400

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 106,400 | .12 | 180 |
| ALBANY, GA | 149,000 | .17 | 142 |
| ALBANY-SCHENECTADY-TROY | 483,300 | .54 | 53 |
| ALBUQUERQUE | 426,000 | .47 | 61 |
| ALEXANDRIA, LA | 75,500 | .08 | 173 |
| ALEXANDRIA, MN | 80,400 | .09 | 170 |
| ALPENA | 12,500 | .01 | 209 |
| AMARILLO | 181,500 | .20 | 120 |
| ANNISTON | 91,900 | .06 | 189 |
| ARDMORE-ADA | 63,100 | .07 | 181 |
| ATLANTA | 1,281,100 | 1.42 | 13 |
| AUGUSTA | 240,500 | .27 | 102 |
| AUSTIN, TX | 318,900 | .35 | 79 |
| BAKERSFIELD | 141,000 | .16 | 146 |
| BALTIMORE | 957,600 | 1.06 | 19 |
| BANGOR | 122,400 | .14 | 133 |
| BATON ROUGE | 322,000 | .36 | 78 |
| BEAUMONT-PORT ARTHUR | 175,200 | .19 | 124 |
| BEND | 26,900 | .03 | 205 |
| BILLINGS-HARDIN | 83,700 | .09 | 167 |
| BILOXI-GULFPORT-PASCAGOULA | 73,000 | .08 | 174 |
| BINGHAMTON | 158,100 | .18 | 134 |
| BIRMINGHAM | 516,100 | .57 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 164,900 | .18 | 130 |
| BOISE | 172,500 | .19 | 126 |
| BOSTON | 2,116,400 | 2.34 | 5 |
| BOWLING GREEN | 91,700 | .07 | 184 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 285,600 | .32 | 85 |
| BUFFALO | 654,800 | .73 | 38 |
| BURLINGTON-PLATTSBURGH | 282,500 | .31 | 86 |
| CASPER-RIVERTON | 68,900 | .08 | 176 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 361,000 | .40 | 70 |
| CHARLESTON, SC | 247,900 | .27 | 100 |
| CHARLESTON-HUNTINGTON | 573,100 | .63 | 46 |
| CHARLOTTE | 693,500 | .77 | 34 |
| CHATTANOOGA | 309,500 | .34 | 81 |
| CHEYENNE | 31,500 | .06 | 190 |
| CHICAGO | 3,333,100 | 3.69 | 3 |
| CHICO-REDDING | 136,700 | .15 | 150 |
| CINCINNATI | 757,000 | .84 | 27 |
| CLARKSBURG-WESTON | 77,800 | .09 | 171 |
| CLEVELAND | 1,467,600 | 1.63 | 11 |
| COLORADO SPRINGS-PUEBLO | 228,200 | .25 | 106 |
| COLUMBIA, SC | 325,000 | .36 | 77 |
| COLUMBIA-JEFFERSON CITY | 162,700 | .18 | 132 |
| COLUMBUS, GA | 227,300 | .25 | 107 |
| COLUMBUS, OH | 662,600 | .73 | 36 |
| COLUMBUS-TUPELO | 153,900 | .17 | 138 |
| CORPUS CHRISTI | 183,800 | .20 | 118 |
| DALLAS-FT. WORTH | 1,519,300 | 1.68 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 344,200 | .38 | 74 |
| DAYTON | 499,100 | .55 | 50 |
| DENVER | 1,056,900 | 1.17 | 17 |
| DES MOINES | 375,600 | .42 | 68 |
| DETROIT | 1,893,000 | 2.10 | 7 |
| DOTHAN | 104,700 | .12 | 161 |
| DULUTH-SUPERIOR | 177,000 | .20 | 123 |
| EL CENTRO-YUMA | 71,800 | .08 | 175 |
| EL PASO | 267,700 | .30 | 95 |
| ELMIRA | 85,700 | .09 | 166 |
| ERIE | 143,100 | .16 | 145 |
| EUGENE | 180,300 | .20 | 121 |
| EUREKA | 59,300 | .07 | 185 |
| EVANSVILLE | 268,200 | .30 | 94 |
| FARGO | 216,000 | .24 | 111 |
| FARMINGTON | 36,500 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 522,200 | .58 | 47 |
| FLORENCE, SC | 153,800 | .17 | 139 |
| FT. MYERS-NAPLES | 121,700 | .13 | 154 |
| FT. SMITH | 137,100 | .15 | 149 |
| FT. WAYNE | 263,900 | .29 | 97 |
| FRESNO | 432,300 | .48 | 60 |
| GAINESVILLE | 99,400 | .11 | 162 |
| GLENDIVE | 6,800 | .01 | 210 |
| GRAND JUNCTION | 55,700 | .06 | 188 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 660,600 | .73 | 37 |
| GREAT FALLS | 67,900 | .08 | 177 |
| GREEN BAY | 385,700 | .43 | 67 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 491,700 | .54 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 275,800 | .31 | 92 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 604,300 | .67 | 40 |
| GREENWOOD-GREENVILLE | 83,200 | .09 | 168 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 509,400 | .56 | 49 |
| HARRISONBURG | 46,000 | .05 | 193 |
| HARTFORD-NEW HAVEN | 850,800 | .94 | 22 |
| HELENA | 19,900 | .02 | 207 |
| HOUSTON | 1,581,700 | 1.75 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 265,500 | .29 | 96 |
| IDAHO FALLS-POCATELLO | 128,200 | .14 | 152 |
| INDIANAPOLIS | 877,100 | .97 | 21 |
| JACKSON, MS | 305,400 | .34 | 82 |
| JACKSON, TN | 56,000 | .06 | 187 |
| JACKSONVILLE | 416,300 | .46 | 63 |
| JOHNSTOWN-ALTOONA | 293,100 | .32 | 84 |
| JONESBORO | 66,600 | .07 | 179 |
| JOPLIN-PITTSBURG | 156,600 | .17 | 135 |
| KANSAS CITY | 732,800 | .81 | 29 |
| KNOXVILLE | 456,200 | .50 | 56 |
| LA CROSSE-EAU CLAIRE | 173,100 | .19 | 125 |
| LAFAYETTE, IN | 62,500 | .07 | 183 |
| LAFAYETTE, LA | 224,600 | .25 | 109 |
| LAKE CHARLES | 114,400 | .13 | 156 |
| LANSING | 277,800 | .31 | 90 |
| LAREDO | 44,800 | .05 | 194 |
| LAS VEGAS | 211,200 | .23 | 113 |
| LAUREL-HATTIESBURG | 97,400 | .11 | 164 |
| LEXINGTON | 340,800 | .38 | 75 |
| LIMA | 42,200 | .05 | 195 |
| LINCOLN-HASTINGS-KEARNEY | 228,000 | .25 | 99 |
| LITTLE ROCK | 467,400 | .52 | 54 |
| LOS ANGELES | 4,704,300 | 5.21 | 2 |
| LOUISVILLE | 583,000 | .65 | 42 |
| LUBBOCK | 179,100 | .20 | 122 |
| MACON | 168,700 | .19 | 129 |
| MADISON | 233,900 | .26 | 105 |
| MANKATO | 38,200 | .04 | 198 |
| MARQUETTE | 67,400 | .07 | 178 |
| MCALLEN-BROWNSVILLE (LRGV) | 227,100 | .25 | 108 |
| MEDFORD | 113,100 | .13 | 157 |
| MEMPHIS | 666,300 | .74 | 35 |
| MERIDIAN | 77,200 | .09 | 172 |
| MIAMI | 1,902,800 | 1.11 | 18 |
| MILWAUKEE | 745,000 | .83 | 28 |
| MINNEAPOLIS-ST. PAUL | 1,295,000 | 1.43 | 12 |
| MINOT-BISMARCK-DICKINSON | 151,300 | .17 | 140 |
| MISSOULA-BUTTE | 131,100 | .15 | 151 |
| MOBILE-PENSACOLA | 462,000 | .51 | 55 |
| MONROE-EL DORADO | 214,000 | .24 | 112 |
| MONTGOMERY | 187,900 | .21 | 117 |
| NASHVILLE | 698,000 | .77 | 33 |
| NEW ORLEANS | 713,700 | .79 | 30 |
| NEW YORK | 6,499,800 | 7.20 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 616,600 | .68 | 39 |
| NORTH PLATTE | 17,300 | .02 | 208 |
| ODESSA-MIDLAND | 148,100 | .16 | 144 |
| OKLAHOMA CITY | 577,200 | .64 | 45 |
| OMAHA | 356,000 | .39 | 72 |
| ORLANDO-DAYTONA BEACH | 582,200 | .64 | 43 |
| OTTUMWA-KIRKSVILLE | 28,600 | .03 | 203 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 328,700 | .36 | 76 |
| PALM SPRINGS | 51,100 | .06 | 191 |
| PANAMA CITY | 64,100 | .07 | 180 |
| PARKERSBURG | 38,900 | .04 | 197 |
| PEORIA | 234,200 | .26 | 104 |
| PHILADELPHIA | 2,636,100 | 2.92 | 4 |
| PHOENIX (FLAGSTAFF) | 831,900 | .92 | 25 |
| PITTSBURGH | 1,236,400 | 1.37 | 14 |
| PORTLAND, OR | 841,300 | .93 | 24 |
| PORTLAND-POLAND SPRING | 314,500 | .35 | 80 |
| PRESQUE ISLE | 35,100 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 581,400 | .64 | 44 |
| QUINCY-HANNIBAL | 116,000 | .13 | 155 |
| RALEIGH-DURHAM | 705,200 | .78 | 31 |
| RAPID CITY | 110,600 | .12 | 159 |
| RENO | 164,100 | .18 | 131 |
| RICHMOND (CHARLOTTESVILLE) | 495,400 | .55 | 51 |
| ROANOKE-LYNCHBURG | 392,200 | .43 | 66 |
| ROCHESTER, NY | 372,900 | .41 | 69 |
| ROCHESTER-MASON CITY-AUSTIN | 131,500 | .15 | 148 |
| ROCKFORD | 199,400 | .22 | 115 |
| ROSWELL | 57,400 | .06 | 186 |
| SACRAMENTO-STOCKTON | 894,600 | .99 | 20 |
| ST. JOSEPH | 47,300 | .05 | 192 |
| ST. LOUIS | 1,079,900 | 1.20 | 16 |
| SALINAS-MONTEREY | 224,200 | .25 | 110 |
| SALISBURY | 82,200 | .09 | 169 |
| SALT LAKE CITY | 701,700 | .78 | 32 |
| SAN ANGELO | 40,400 | .04 | 196 |
| SAN ANTONIO | 598,900 | .66 | 41 |
| SAN DIEGO | 850,700 | .94 | 23 |
| SAN FRANCISCO | 2,071,100 | 2.29 | 6 |
| SANTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 199,600 | .22 | 114 |
| SAVANNAH | 242,100 | .27 | 101 |
| SEATTLE-TACOMA | 1,179,000 | 1.31 | 15 |
| SELMA | 20,200 | .02 | 206 |
| SHREVEPORT-TEXARKANA | 452,400 | .50 | 57 |
| SIOUX CITY | 148,600 | .16 | 143 |
| SIOUX FALLS-MITCHELL | 235,000 | .26 | 103 |
| SOUTH BEND-ELKHART | 299,400 | .33 | 83 |
| SPOKANE | 348,200 | .39 | 73 |
| SPRINGFIELD, MA | 258,400 | .29 | 98 |
| SPRINGFIELD, MO | 268,500 | .30 | 93 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 358,100 | .40 | 71 |
| SYRACUSE | 415,900 | .46 | 64 |
| TALLAHASSEE | 190,700 | .21 | 116 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 827,800 | .92 | 26 |
| TERRE HAUTE | 159,800 | .18 | 133 |
| TOLEDO | 449,300 | .50 | 58 |
| TOPEKA | 150,200 | .17 | 141 |
| TRAVERSE CITY-CADILLAC | 154,300 | .17 | 137 |
| TUCSON | 281,000 | .31 | 88 |
| TULSA | 423,300 | .47 | 62 |
| TUSCALOOSA | 62,700 | .07 | 182 |
| TWIN FALLS | 27,300 | .03 | 204 |
| TYLER | 98,900 | .11 | 163 |
| UTICA | 106,800 | .12 | 159 |
| VICTORIA | 29,500 | .03 | 202 |
| WACO-TEMPLE | 277,000 | .31 | 91 |
| WASHINGTON, DC | 1,703,700 | 1.89 | 8 |
| WATERTOWN-CARTHAGE | 89,000 | .10 | 165 |
| WAUSAU-RHINELANDER | 168,800 | .19 | 128 |
| WEST PALM BEACH | 279,000 | .31 | 89 |
| WHEELING-STEUBENVELLE | 155,900 | .17 | 136 |
| WICHITA-HUTCHINSON | 407,200 | .45 | 65 |
| WICHITA FALLS-LAWTON | 169,800 | .19 | 127 |
| WILKES BARRE-SCRANTON | 447,100 | .50 | 59 |
| WILMINGTON | 139,100 | .15 | 147 |
| YAKIMA | 102,800 | .11 | 160 |
| YOUNGSTOWN | 282,200 | .31 | 87 |
| ZANESVILLE | 31,300 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## PERSONS 18-34

US TOTAL 68,426,400

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 79,700 | .12 | 160 |
| ALBANY, GA | 107,800 | .16 | 144 |
| ALBANY-SCHENECTADY-TROY | 359,000 | .52 | 53 |
| ALBUQUERQUE | 317,400 | .46 | 62 |
| ALEXANDRIA, LA | 53,700 | .08 | 175 |
| ALEXANDRIA, MN | 57,100 | .08 | 171 |
| ALPENA | 8,700 | .01 | 209 |
| AMARILLO | 136,300 | .20 | 121 |
| ANNISTON | 40,300 | .06 | 189 |
| ARDMORE-ADA | 46,000 | .07 | 185 |
| ATLANTA | 976,300 | 1.43 | 13 |
| AUGUSTA | 178,400 | .26 | 105 |
| AUSTIN, TX | 259,700 | .38 | 75 |
| BAKERSFIELD | 106,700 | .16 | 146 |
| BALTIMORE | 719,800 | 1.05 | 19 |
| BANGOR | 91,700 | .13 | 133 |
| BATON ROUGE | 244,900 | .36 | 79 |
| BEAUMONT-PORT ARTHUR | 128,900 | .19 | 127 |
| BEND | 20,800 | .03 | 204 |
| BILLINGS-HARDIN | 63,400 | .09 | 166 |
| BILOXI-GULFPORT-PASCAGOULA | 55,900 | .08 | 173 |
| BINGHAMTON | 115,100 | .17 | 137 |
| BIRMINGHAM | 385,800 | .56 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 123,000 | .18 | 131 |
| BOISE | 131,600 | .19 | 123 |
| BOSTON | 1,605,600 | 2.35 | 6 |
| BOWLING GREEN | 47,700 | .07 | 182 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 212,000 | .31 | 90 |
| BUFFALO | 482,900 | .71 | 38 |
| BURLINGTON-PLATTSBURGH | 215,200 | .31 | 89 |
| CASPER-RIVERTON | 53,700 | .08 | 175 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 273,300 | .40 | 71 |
| CHARLESTON, SC | 189,600 | .28 | 100 |
| CHARLESTON-HUNTINGTON | 426,800 | .62 | 46 |
| CHARLOTTE | 519,800 | .76 | 34 |
| CHATTANOOGA | 231,500 | .34 | 80 |
| CHEYENNE | 39,200 | .06 | 190 |
| CHICAGO | 2,513,500 | 3.67 | 3 |
| CHICO-REDDING | 104,900 | .15 | 147 |
| CINCINNATI | 566,700 | .83 | 27 |
| CLARKSBURG-WESTON | 58,600 | .09 | 169 |
| CLEVELAND | 1,094,300 | 1.60 | 11 |
| COLORADO SPRINGS-PUEBLO | 176,300 | .26 | 106 |
| COLUMBIA, SC | 249,700 | .36 | 77 |
| COLUMBIA-JEFFERSON CITY | 128,400 | .19 | 129 |
| COLUMBUS, GA | 172,800 | .25 | 108 |
| COLUMBUS, OH | 912,000 | 1.33 | 15 |
| COLUMBUS-TUPELO | 113,600 | .17 | 138 |
| CORPUS CHRISTI | 135,400 | .20 | 122 |
| DALLAS-FT. WORTH | 1,169,900 | 1.71 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 254,100 | .37 | 76 |
| DAYTON | 372,200 | .54 | 51 |
| DENVER | 843,200 | 1.23 | 16 |
| DES MOINES | 287,800 | .42 | 67 |
| DETROIT | 1,417,800 | 2.07 | 7 |
| DOTHAN | 77,300 | .11 | 162 |
| DULUTH-SUPERIOR | 131,500 | .19 | 124 |
| EL CENTRO-YUMA | 52,100 | .08 | 178 |
| EL PASO | 198,900 | .29 | 97 |
| ELMIRA | 62,100 | .09 | 167 |
| ERIE | 107,200 | .16 | 145 |
| EUGENE | 141,500 | .21 | 117 |
| EUREKA | 47,500 | .07 | 183 |
| EVANSVILLE | 199,700 | .29 | 95 |
| FARGO | 166,900 | .24 | 109 |
| FARMINGTON | 26,700 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 381,300 | .56 | 49 |
| FLORENCE, SC | 112,200 | .16 | 140 |
| FT. MYERS-NAPLES | 89,900 | .13 | 154 |
| FT. SMITH | 103,200 | .15 | 148 |
| FT. WAYNE | 195,900 | .29 | 98 |
| FRESNO | 325,600 | .48 | 60 |
| GAINESVILLE | 83,500 | .12 | 159 |
| GLENDIVE | 5,100 | .01 | 210 |
| GRAND JUNCTION | 42,600 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 498,600 | .73 | 36 |
| GREAT FALLS | 50,400 | .07 | 179 |
| GREEN BAY | 280,400 | .41 | 70 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 370,000 | .54 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 216,400 | .32 | 88 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 452,400 | .66 | 40 |
| GREENWOOD-GREENVILLE | 57,800 | .08 | 170 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 384,800 | .56 | 48 |
| HARRISONBURG | 36,400 | .05 | 192 |
| HARTFORD-NEW HAVEN | 641,900 | .94 | 24 |
| HELENA | 12,100 | .02 | 206 |
| HOUSTON | 1,237,400 | 1.81 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 194,700 | .28 | 99 |
| IDAHO FALLS-POCATELLO | 96,300 | .14 | 152 |
| INDIANAPOLIS | 659,700 | .96 | 22 |
| JACKSON, MS | 223,100 | .33 | 83 |
| JACKSON, TN | 41,900 | .06 | 187 |
| JACKSONVILLE | 311,700 | .46 | 64 |
| JOHNSTOWN-ALTOONA | 226,200 | .33 | 82 |
| JONESBORO | 49,100 | .07 | 181 |
| JOPLIN-PITTSBURG | 115,700 | .17 | 135 |
| KANSAS CITY | 561,100 | .82 | 28 |
| KNOXVILLE | 339,400 | .50 | 56 |
| LA CROSSE-EAU CLAIRE | 131,500 | .19 | 124 |
| LAFAYETTE, IN | 53,900 | .08 | 174 |
| LAFAYETTE, LA | 162,900 | .24 | 111 |
| LAKE CHARLES | 87,400 | .13 | 155 |
| LANSING | 218,000 | .32 | 87 |
| LAREDO | 30,900 | .05 | 196 |
| LAS VEGAS | 163,000 | .24 | 110 |
| LAUREL-HATTIESBURG | 72,500 | .11 | 164 |
| LEXINGTON | 261,600 | .38 | 74 |
| LIMA | 31,200 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 199,900 | .29 | 94 |
| LITTLE ROCK | 347,300 | .51 | 54 |
| LOS ANGELES | 3,655,500 | 5.34 | 2 |
| LOUISVILLE | 438,900 | .64 | 43 |
| LUBBOCK | 137,100 | .20 | 120 |
| MACON | 123,800 | .18 | 130 |
| MADISON | 184,700 | .27 | 102 |
| MANKATO | 30,300 | .04 | 197 |
| MARQUETTE | 52,900 | .08 | 177 |
| MCALLEN-BROWNSVILLE (LRGV) | 155,500 | .23 | 113 |
| MEDFORD | 84,900 | .12 | 157 |
| MEMPHIS | 491,700 | .72 | 37 |
| MERIDIAN | 56,100 | .08 | 172 |
| MIAMI | 765,000 | 1.12 | 18 |
| MILWAUKEE | 557,200 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 985,900 | 1.44 | 12 |
| MINOT-BISMARCK-DICKINSON | 112,300 | .16 | 139 |
| MISSOULA-BUTTE | 101,400 | .15 | 149 |
| MOBILE-PENSACOLA | 342,700 | .50 | 55 |
| MONROE-EL DORADO | 154,900 | .23 | 114 |
| MONTGOMERY | 137,400 | .20 | 119 |
| NASHVILLE | 531,500 | .78 | 33 |
| NEW ORLEANS | 534,500 | .78 | 32 |
| NEW YORK | 4,836,600 | 7.07 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 478,700 | .70 | 39 |
| NORTH PLATTE | 13,000 | .02 | 208 |
| ODESSA-MIDLAND | 111,500 | .16 | 141 |
| OKLAHOMA CITY | 448,800 | .66 | 41 |
| OMAHA | 265,500 | .39 | 73 |
| ORLANDO-DAYTONA BEACH | 435,400 | .64 | 45 |
| OTTUMWA-KIRKSVILLE | 22,200 | .03 | 202 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 249,000 | .36 | 78 |
| PALM SPRINGS | 38,200 | .06 | 191 |
| PANAMA CITY | 47,100 | .07 | 184 |
| PARKERSBURG | 28,700 | .04 | 198 |
| PEORIA | 181,500 | .27 | 103 |
| PHILADELPHIA | 1,970,300 | 2.88 | 4 |
| PHOENIX (FLAGSTAFF) | 632,800 | .92 | 25 |
| PITTSBURGH | 931,900 | 1.36 | 14 |
| PORTLAND, OR | 654,600 | .96 | 23 |
| PORTLAND-POLAND SPRING | 231,000 | .34 | 81 |
| PRESQUE ISLE | 25,500 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 435,500 | .64 | 44 |
| QUINCY-HANNIBAL | 87,300 | .13 | 156 |
| RALEIGH-DURHAM | 549,700 | .80 | 30 |
| RAPID CITY | 84,700 | .12 | 158 |
| RENO | 128,700 | .19 | 128 |
| RICHMOND (CHARLOTTESVILLE) | 379,400 | .55 | 50 |
| ROANOKE-LYNCHBURG | 297,900 | .44 | 66 |
| ROCHESTER, NY | 281,000 | .41 | 68 |
| ROCHESTER-MASON CITY-AUSTIN | 101,000 | .15 | 151 |
| ROCKFORD | 146,900 | .21 | 116 |
| ROSWELL | 41,700 | .06 | 188 |
| SACRAMENTO-STOCKTON | 689,500 | 1.01 | 20 |
| ST. JOSEPH | 35,600 | .05 | 193 |
| ST. LOUIS | 798,300 | 1.17 | 17 |
| SALINAS-MONTEREY | 180,400 | .26 | 104 |
| SALISBURY | 60,700 | .09 | 168 |
| SALT LAKE CITY | 537,300 | .79 | 31 |
| SAN ANGELO | 31,200 | .05 | 194 |
| SAN ANTONIO | 439,400 | .64 | 42 |
| SAN DIEGO | 689,400 | 1.01 | 21 |
| SAN FRANCISCO | 1,631,200 | 2.38 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 162,500 | .24 | 112 |
| SAVANNAH | 185,000 | .27 | 101 |
| SEATTLE-TACOMA | 920,800 | 1.35 | 13 |
| SELMA | 14,000 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 334,000 | .49 | 58 |
| SIOUX CITY | 111,400 | .16 | 142 |
| SIOUX FALLS-MITCHELL | 174,200 | .25 | 107 |
| SOUTH BEND-ELKHART | 222,900 | .33 | 84 |
| SPOKANE | 260,400 | .39 | 72 |
| SPRINGFIELD, MA | 199,000 | .29 | 96 |
| SPRINGFIELD, MO | 201,700 | .29 | 93 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 280,700 | .41 | 69 |
| SYRACUSE | 315,800 | .46 | 63 |
| TALLAHASSEE | 147,300 | .22 | 115 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 620,200 | .91 | 26 |
| TERRE HAUTE | 120,000 | .18 | 134 |
| TOLEDO | 339,400 | .50 | 56 |
| TOPEKA | 120,800 | .18 | 133 |
| TRAVERSE CITY-CADILLAC | 110,200 | .16 | 143 |
| TUCSON | 218,200 | .32 | 86 |
| TULSA | 318,400 | .47 | 61 |
| TUSCALOOSA | 50,100 | .07 | 180 |
| TWIN FALLS | 20,400 | .03 | 205 |
| TYLER | 73,500 | .11 | 163 |
| UTICA | 78,600 | .11 | 161 |
| VICTORIA | 22,000 | .03 | 203 |
| WACO-TEMPLE | 226,400 | .33 | 82 |
| WASHINGTON, DC | 1,300,500 | 1.90 | 8 |
| WATERTOWN-CARTHAGE | 65,100 | .10 | 165 |
| WAUSAU-RHINELANDER | 121,800 | .18 | 132 |
| WEST PALM BEACH | 211,000 | .31 | 91 |
| WHEELING-STEUBENVILLE | 115,700 | .17 | 135 |
| WICHITA-HUTCHINSON | 310,900 | .45 | 65 |
| WICHITA FALLS-LAWTON | 131,200 | .19 | 126 |
| WILKES BARRE-SCRANTON | 331,100 | .48 | 59 |
| WILMINGTON | 101,400 | .15 | 149 |
| YAKIMA | 138,600 | .20 | 118 |
| YOUNGSTOWN | 209,300 | .31 | 92 |
| ZANESVILLE | 22,900 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## WOMEN 18+

US TOTAL 87,911,100

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 116,000 | .13 | 154 |
| ALBANY, GA | 140,900 | .16 | 144 |
| ALBANY-SCHENECTADY-TROY | 501,100 | .57 | 50 |
| ALBUQUERQUE | 365,900 | .42 | 68 |
| ALEXANDRIA, LA | 73,600 | .08 | 173 |
| ALEXANDRIA, MN | 83,900 | .10 | 166 |
| ALPENA | 11,900 | .01 | 209 |
| AMARILLO | 177,500 | .20 | 119 |
| ANNISTON | 46,300 | .05 | 192 |
| ARDMORE-ADA | 71,500 | .08 | 175 |
| ATLANTA | 1,180,800 | 1.34 | 14 |
| AUGUSTA | 221,400 | .25 | 101 |
| AUSTIN, TX | 264,700 | .30 | 89 |
| BAKERSFIELD | 125,800 | .14 | 151 |
| BALTIMORE | 931,600 | 1.06 | 19 |
| BANGOR | 117,200 | .13 | 153 |
| BATON ROUGE | 261,700 | .30 | 91 |
| BEAUFONT-PORT ARTHUR | 173,800 | .20 | 121 |
| BEND | 24,600 | .03 | 205 |
| BILLINGS-HARDIN | 78,100 | .09 | 170 |
| BILOXI-GULFPORT-PASCAGOULA | 61,400 | .07 | 179 |
| BINGHAMTON | 161,000 | .18 | 131 |
| BIRMINGHAM | 529,500 | .60 | 46 |
| BLUEFIELD-BECKLEY-OAK HILL | 164,600 | .19 | 126 |
| BOISE | 156,500 | .18 | 135 |
| BOSTON | 2,117,600 | 2.41 | 5 |
| BOWLING GREEN | 59,300 | .07 | 181 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 289,500 | .33 | 84 |
| BUFFALO | 600,400 | .68 | 32 |
| BURLINGTON-PLATTSBURGH | 255,400 | .29 | 94 |
| CASPER-RIVERTON | 56,000 | .06 | 183 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 333,900 | .38 | 75 |
| CHARLESTON, SC | 198,700 | .23 | 108 |
| CHARLESTON-HUNTINGTON | 557,400 | .63 | 43 |
| CHARLOTTE | 681,200 | .77 | 41 |
| CHATTANOOGA | 307,900 | .35 | 79 |
| CHEYENNE | 48,400 | .05 | 190 |
| CHICAGO | 3,193,200 | 3.63 | 3 |
| CHICO-REDDING | 130,200 | .15 | 145 |
| CINCINNATI | 734,000 | .83 | 26 |
| CLARKSBURG-WESTON | 82,700 | .09 | 168 |
| CLEVELAND | 1,483,300 | 1.69 | 9 |
| COLORADO SPRINGS-PUEBLO | 200,900 | .23 | 106 |
| COLUMBIA, SC | 279,700 | .32 | 86 |
| COLUMBIA-JEFFERSON CITY | 151,800 | .17 | 138 |
| COLUMBUS, GA | 200,400 | .23 | 107 |
| COLUMBUS, OH | 618,500 | .70 | 38 |
| COLUMBUS-TUPELO | 149,200 | .17 | 140 |
| CORPUS CHRISTI | 161,100 | .18 | 130 |
| DALLAS-FT. WORTH | 1,426,000 | 1.62 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 340,600 | .39 | 74 |
| DAYTON | 494,000 | .56 | 52 |
| DENVER | 891,100 | 1.01 | 20 |
| DES MOINES | 380,700 | .43 | 66 |
| DETROIT | 1,768,700 | 2.01 | 7 |
| DOTHAN | 102,200 | .12 | 159 |
| DULUTH-SUPERIOR | 178,800 | .20 | 111 |
| EL CENTRO-YUMA | 62,600 | .07 | 178 |
| EL PASO | 219,500 | .25 | 102 |
| ELMIRA | 87,900 | .10 | 164 |
| ERIE | 141,100 | .16 | 143 |
| EUGENE | 163,200 | .19 | 128 |
| EUREKA | 54,300 | .06 | 186 |
| EVANSVILLE | 273,200 | .31 | 87 |
| FARGO | 198,300 | .23 | 109 |
| FARMINGTON | 27,600 | .03 | 202 |
| FLINT-SAGINAW-BAY CITY | 474,800 | .54 | 55 |
| FLORENCE, SC | 143,100 | .16 | 142 |
| FT. MYERS-NAPLES | 174,600 | .20 | 120 |
| FT. SMITH | 134,300 | .15 | 148 |
| FT. WAYNE | 250,300 | .28 | 95 |
| FRESNO | 385,800 | .44 | 65 |
| GAINESVILLE | 76,100 | .09 | 172 |
| GLENDIVE | 6,100 | .01 | 210 |
| GRAND JUNCTION | 53,000 | .06 | 187 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 605,600 | .69 | 40 |
| GREAT FALLS | 63,100 | .07 | 177 |
| GREEN BAY | 365,800 | .42 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 498,800 | .57 | 51 |
| GREENVILLE-NEW BERN-WASHINGTON | 229,400 | .26 | 98 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 622,400 | .71 | 36 |
| GREENWOOD-GREENVILLE | 72,500 | .08 | 174 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 516,700 | .59 | 49 |
| HARRISONBURG | 43,100 | .05 | 193 |
| HARTFORD-NEW HAVEN | 863,600 | .98 | 21 |
| HELENA | 18,000 | .02 | 207 |
| HOUSTON | 1,303,600 | 1.48 | 12 |
| HUNTSVILLE-DECATUR-FLORENCE | 259,700 | .30 | 92 |
| IDAHO FALLS-POCATELLO | 105,300 | .12 | 158 |
| INDIANAPOLIS | 836,300 | .95 | 23 |
| JACKSON, MS | 290,400 | .33 | 83 |
| JACKSON, TN | 59,600 | .07 | 180 |
| JACKSONVILLE | 397,000 | .45 | 62 |
| JOHNSTOWN-ALTOONA | 293,900 | .33 | 81 |
| JONESBORO | 72,200 | .08 | 174 |
| JOPLIN-PITTSBURG | 179,600 | .20 | 117 |
| KANSAS CITY | 724,500 | .82 | 28 |
| KNOXVILLE | 448,600 | .51 | 57 |
| LA CROSSE-EAU CLAIRE | 163,600 | .19 | 127 |
| LAFAYETTE, IN | 46,600 | .05 | 191 |
| LAFAYETTE, LA | 194,800 | .22 | 111 |
| LAKE CHARLES | 93,800 | .11 | 161 |
| LANSING | 231,100 | .26 | 97 |
| LAREDO | 37,800 | .04 | 197 |
| LAS VEGAS | 188,300 | .21 | 114 |
| LAUREL-HATTIESBURG | 93,500 | .11 | 162 |
| LEXINGTON | 314,400 | .36 | 78 |
| LIMA | 41,300 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 261,900 | .30 | 90 |
| LITTLE ROCK | 479,200 | .55 | 53 |
| LOS ANGELES | 4,413,600 | 5.02 | 2 |
| LOUISVILLE | 547,900 | .62 | 45 |
| LUBBOCK | 156,700 | .18 | 134 |
| MACON | 160,700 | .18 | 132 |
| MADISON | 205,100 | .23 | 105 |
| MANKATO | 35,500 | .04 | 198 |
| MARQUETTE | 58,600 | .07 | 182 |
| MCALLEN-BROWNSVILLE (LRGV) | 196,200 | .22 | 110 |
| MEDFORD | 114,700 | .13 | 146 |
| MEMPHIS | 630,500 | .72 | 35 |
| MERIDIAN | 79,000 | .09 | 169 |
| MIAMI | 1,242,900 | 1.41 | 13 |
| MILWAUKEE | 716,500 | .82 | 29 |
| MINNEAPOLIS-ST. PAUL | 1,175,000 | 1.34 | 15 |
| MINOT-BISMARCK-DICKINSON | 135,000 | .15 | 146 |
| MISSOULA-BUTTE | 116,100 | .13 | 155 |
| MOBILE-PENSACOLA | 420,200 | .48 | 60 |
| MONROE-EL DORADO | 213,800 | .24 | 103 |
| MONTGOMERY | 187,100 | .21 | 115 |
| NASHVILLE | 684,900 | .78 | 30 |
| NEW ORLEANS | 633,500 | .72 | 34 |
| NEW YORK | 7,072,900 | 8.05 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 528,900 | .60 | 47 |
| NORTH PLATTE | 17,400 | .02 | 208 |
| ODESSA-MIDLAND | 132,000 | .15 | 150 |
| OKLAHOMA CITY | 567,300 | .65 | 41 |
| OMAHA | 349,100 | .40 | 72 |
| ORLANDO-DAYTONA BEACH | 645,900 | .73 | 33 |
| OTTUMWA-KIRKSVILLE | 31,700 | .04 | 200 |
| PADUCAH-CAPE GERARDEAU-HARRISBURG | 325,500 | .40 | 71 |
| PALM SPRINGS | 51,900 | .06 | 189 |
| PANAMA CITY | 66,000 | .08 | 176 |
| PARKERSBURG | 40,400 | .05 | 195 |
| PEORIA | 223,500 | .25 | 100 |
| PHILADELPHIA | 2,734,100 | 3.11 | 4 |
| PHOENIX (FLAGSTAFF) | 788,800 | .90 | 25 |
| PITTSBURGH | 1,331,700 | 1.51 | 11 |
| PORTLAND, OR | 798,000 | .91 | 24 |
| PORTLAND-POLAND SPRING | 317,600 | .36 | 77 |
| PRESQUE ISLE | 30,700 | .03 | 201 |
| PROVIDENCE-NEW BEDFORD | 611,500 | .70 | 38 |
| QUINCY-HANNIBAL | 124,200 | .14 | 152 |
| RALEIGH-DURHAM | 622,300 | .71 | 37 |
| RAPID CITY | 92,700 | .11 | 163 |
| RENO | 149,500 | .17 | 139 |
| RICHMOND (CHARLOTTESVILLE) | 478,500 | .54 | 54 |
| ROANOKE-LYNCHBURG | 397,000 | .45 | 62 |
| ROCHESTER, NY | 359,100 | .41 | 70 |
| ROCHESTER-MASON CITY-AUSTIN | 144,500 | .16 | 141 |
| ROCKFORD | 192,400 | .22 | 113 |
| ROSWELL | 55,800 | .06 | 184 |
| SACRAMENTO-STOCKTON | 842,600 | .96 | 22 |
| ST. JOSEPH | 52,100 | .06 | 188 |
| ST. LOUIS | 1,108,100 | 1.26 | 17 |
| SALINAS-MONTEREY | 194,000 | .22 | 112 |
| SALISBURY | 87,700 | .10 | 165 |
| SALT LAKE CITY | 561,500 | .64 | 42 |
| SAN ANGELO | 38,300 | .04 | 196 |
| SAN ANTONIO | 551,900 | .63 | 44 |
| SAN DIEGO | 727,300 | .83 | 27 |
| SAN FRANCISCO | 2,001,300 | 2.28 | 6 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 181,100 | .21 | 116 |
| SAVANNAH | 207,200 | .24 | 104 |
| SEATTLE-TACOMA | 1,086,000 | 1.24 | 18 |
| SELMA | 19,800 | .02 | 206 |
| SHREVEPORT-TEXARKANA | 468,900 | .53 | 56 |
| SIOUX CITY | 155,000 | .18 | 137 |
| SIOUX FALLS-MITCHELL | 239,100 | .27 | 96 |
| SOUTH BEND-ELKHART | 293,200 | .33 | 82 |
| SPOKANE | 329,500 | .37 | 76 |
| SPRINGFIELD, MA | 259,200 | .29 | 93 |
| SPRINGFIELD, MO | 288,200 | .33 | 85 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 343,000 | .39 | 73 |
| SYRACUSE | 389,900 | .44 | 64 |
| TALLAHASSEE | 169,800 | .19 | 123 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 1,108,300 | 1.26 | 16 |
| TERRE HAUTE | 172,700 | .20 | 122 |
| TOLEDO | 428,600 | .49 | 59 |
| TOPEKA | 133,000 | .15 | 146 |
| TRAVERSE CITY-CADILLAC | 150,500 | .18 | 133 |
| TUCSON | 264,900 | .30 | 88 |
| TULSA | 435,900 | .50 | 58 |
| TUSCALOOSA | 55,200 | .06 | 185 |
| TWIN FALLS | 27,300 | .03 | 203 |
| TYLER | 100,300 | .11 | 160 |
| UTICA | 112,200 | .13 | 157 |
| VICTORIA | 25,800 | .03 | 204 |
| WACO-TEMPLE | 224,600 | .26 | 99 |
| WASHINGTON, DC | 1,589,400 | 1.81 | 8 |
| WATERTOWN-CARTHAGE | 83,400 | .09 | 167 |
| WAUSAU-RHINELANDER | 161,200 | .18 | 129 |
| WEST PALM BEACH | 373,100 | .42 | 67 |
| WHEELING-STEUBENVILLE | 166,400 | .19 | 124 |
| WICHITA-HUTCHINSON | 414,400 | .47 | 61 |
| WICHITA FALLS-LAWTON | 160,500 | .18 | 133 |
| WILKES BARRE-SCRANTON | 521,300 | .59 | 48 |
| WILMINGTON | 133,300 | .15 | 149 |
| YAKIMA | 166,000 | .19 | 125 |
| YOUNGSTOWN | 296,900 | .34 | 80 |
| ZANESVILLE | 32,100 | .04 | 199 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## WOMEN 18-49

US TOTAL 54,403,900

| ADI Market Name | Population In TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 62,800 | .12 | 159 |
| ALBANY, GA | 87,700 | .16 | 141 |
| ALBANY-SCHENECTADY-TROY | 287,200 | .53 | 53 |
| ALBUQUERQUE | 248,700 | .46 | 63 |
| ALEXANDRIA, LA | 44,200 | .08 | 173 |
| ALEXANDRIA, MN | 45,400 | .08 | 170 |
| ALPENA | 7,200 | .01 | 209 |
| AMARILLO | 108,800 | .20 | 118 |
| ANNISTON | 29,900 | .05 | 191 |
| APDMORE-ADA | 37,900 | .07 | 180 |
| ATLANTA | 798,900 | 1.47 | 12 |
| AUGUSTA | 140,600 | .26 | 100 |
| AUSTIN, TX | 180,200 | .33 | 81 |
| BAKERSFIELD | 81,700 | .15 | 149 |
| BALTIMORE | 587,500 | 1.08 | 19 |
| BANGOR | 71,200 | .13 | 154 |
| BATON ROUGE | 181,700 | .33 | 80 |
| BEAUPONT-PORT ARTHUR | 105,900 | .19 | 120 |
| BEND | 16,300 | .03 | 204 |
| BELLINGS-HARDIN | 49,900 | .09 | 166 |
| BILOXI-GULFPORT-PASCAGOULA | 40,900 | .08 | 175 |
| BINGHAMTON | 94,100 | .17 | 134 |
| BIRMINGHAM | 318,900 | .59 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 96,900 | .18 | 129 |
| BOISE | 101,500 | .19 | 124 |
| BOSTON | 1,275,700 | 2.34 | 6 |
| BOWLING GREEN | 37,200 | .07 | 181 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 178,300 | .33 | 84 |
| BUFFALO | 393,600 | .72 | 35 |
| BURLINGTON-PLATTSBURGH | 161,900 | .30 | 90 |
| CASPER-RIVERTON | 39,300 | .07 | 179 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 205,200 | .38 | 72 |
| CHARLESTON, SC | 136,300 | .25 | 102 |
| CHARLESTON-HUNTINGTON | 341,900 | .63 | 46 |
| CHARLOTTE | 431,000 | .79 | 30 |
| CHATTANOOGA | 194,000 | .36 | 77 |
| CHEYENNE | 30,300 | .06 | 189 |
| CHICAGO | 2,024,500 | 3.72 | 3 |
| CHICO-REDDING | 82,700 | .15 | 147 |
| CINCINNATI | 456,300 | .84 | 27 |
| CLARKSBURG-WESTON | 46,200 | .08 | 169 |
| CLEVELAND | 897,800 | 1.65 | 11 |
| COLORADO SPRINGS-PUEBLO | 131,600 | .24 | 106 |
| COLUMBIA, SC | 188,600 | .35 | 78 |
| COLUMBIA-JEFFERSON CITY | 92,800 | .17 | 136 |
| COLUMBUS, GA | 124,800 | .23 | 111 |
| COLUMBUS, OH | 400,000 | .74 | 34 |
| COLUMBUS-TUPELO | 90,200 | .17 | 138 |
| CORPUS CHRISTI | 109,500 | .19 | 122 |
| DALLAS-FT. WORTH | 933,300 | 1.72 | 9 |
| DAVEAPORT-ROCK IS-MOLINE (QUAD CITY) | 202,600 | .37 | 75 |
| DAYTON | 308,400 | .57 | 50 |
| DENVER | 628,700 | 1.16 | 18 |
| DES MOINES | 223,400 | .41 | 68 |
| DETRCIT | 1,136,900 | 2.09 | 7 |
| DOTHAN | 62,100 | .11 | 160 |
| DULUTH-SUPERIOR | 100,900 | .19 | 126 |
| EL CENTRO-YUMA | 40,500 | .07 | 176 |
| EL PASO | 134,400 | .28 | 96 |
| ELMIRA | 50,600 | .09 | 165 |
| ERIE | 84,600 | .16 | 143 |
| EUGENE | 107,600 | .20 | 119 |
| EUREKA | 34,700 | .06 | 183 |
| EVANSVILLE | 160,400 | .29 | 91 |
| FARGE | 119,500 | .22 | 114 |
| FARMINGTON | 20,200 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 307,300 | .56 | 51 |
| FLORENCE, SC | 91,900 | .17 | 137 |
| FT. MYERS-NAPLES | 76,200 | .14 | 151 |
| FT. SMITH | 81,600 | .15 | 150 |
| FT. WAYNE | 155,100 | .29 | 94 |
| FRESNO | 248,800 | .46 | 62 |
| GAINESVELLE | 54,700 | .10 | 164 |
| GLENCIVE | 3,800 | .01 | 210 |
| GRAND JUNCTION | 33,200 | .06 | 188 |
| GRANE RAPIDS-KALAMAZOO-BATTLE CREEK | 385,900 | .71 | 38 |
| GREAT FALLS | 39,400 | .07 | 178 |
| GREEN BAY | 11,800 | .02 | 206 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 218,600 | .40 | 69 |
| GREENVILLE-NEW BERN-WASHINGTON | 312,200 | .57 | 49 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 148,400 | .27 | 98 |
| GREENWOOD-GREENVILLE | 375,800 | .69 | 39 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 45,300 | .08 | 171 |
| HARRISONBURG | 312,300 | .57 | 48 |
| HARTFORD-NEW HAVEN | 27,400 | .05 | 193 |
| HELENA | 518,100 | .99 | 22 |
| HOUSTON | 11,800 | .02 | 206 |
| HUNTSVILLE-DECATUR-FLORENCE | 930,900 | 1.71 | 10 |
| IDAHO FALLS-POCATELLO | 164,500 | .30 | 89 |
| INDIANAPOLIS | 72,400 | .13 | 153 |
| | 531,900 | .98 | 21 |
| JACKSON, MS | 180,000 | .33 | 82 |
| JACKSON, TN | 34,500 | .06 | 185 |
| JACKSONVILLE | 250,100 | .46 | 61 |
| JOHNSTOWN-ALTOONA | 169,900 | .31 | 87 |
| JONESBORO | 41,000 | .08 | 174 |
| JOPLIN-PITTSBURG | 95,300 | .18 | 130 |
| KANSAS CITY | 449,700 | .83 | 28 |
| KNOXVILLE | 277,300 | .51 | 55 |
| LA CROSSE-EAU CLAIRE | 98,900 | .18 | 128 |
| LAFAYETTE, IN | 33,500 | .06 | 186 |
| LAFAYETTE, LA | 126,400 | .23 | 109 |
| LAKE CHARLES | 63,100 | .12 | 157 |
| LANSING | 158,800 | .29 | 93 |
| LARECO | 24,800 | .05 | 194 |
| LAS VEGAS | 130,200 | .24 | 107 |
| LAUREL-HATTIESBURG | 57,300 | .11 | 163 |
| LEXINGTON | 204,400 | .38 | 74 |
| LIMA | 24,800 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 149,400 | .27 | 97 |
| LITTLE ROCK | 284,200 | .52 | 54 |
| LOS ANGELES | 2,857,800 | 5.25 | 2 |
| LOUISVILLE | 344,800 | .63 | 45 |
| LUBBOCK | 101,500 | .19 | 124 |
| MACON | 101,800 | .19 | 123 |
| MADISON | 133,900 | .25 | 103 |
| MANKATO | 21,400 | .04 | 198 |
| MARQUETTE | 34,700 | .06 | 183 |
| MCALLEN-BROWNSVILLE (LRGV) | 129,300 | .24 | 108 |
| MEDFORD | 68,900 | .13 | 155 |
| MEMPHIS | 393,400 | .72 | 36 |
| MERIDIAN | 45,200 | .08 | 172 |
| MIAMI | 657,500 | 1.21 | 17 |
| MILWAUKEE | 443,100 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 759,500 | 1.40 | 13 |
| MINOT-BISMARCK-DICKINSON | 83,800 | .15 | 144 |
| MISSOULA-BUTTE | 75,100 | .14 | 152 |
| MOBILE-PENSACOLA | 274,300 | .50 | 56 |
| MONROE-EL DORADO | 125,700 | .23 | 110 |
| MONTGOMERY | 112,300 | .21 | 116 |
| NASHVILLE | 424,400 | .78 | 31 |
| NEW ORLEANS | 420,100 | .77 | 32 |
| NEW YORK | 4,209,000 | 7.74 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 348,500 | .64 | 44 |
| NORTH PLATTE | 10,400 | .02 | 208 |
| ODESSA-MIDLAND | 87,800 | .16 | 140 |
| OKLAHOMA CITY | 349,000 | .64 | 43 |
| OMAHA | 211,700 | .39 | 70 |
| ORLANDO-DAYTONA BEACH | 359,600 | .66 | 40 |
| OTTUMWA-KIRKSVILLE | 16,800 | .03 | 203 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 107,900 | .20 | 76 |
| PALM SPRINGS | 30,000 | .06 | 190 |
| PANAMA CITY | 39,700 | .07 | 177 |
| PARKERSBURG | 24,200 | .04 | 196 |
| PEORIA | 140,500 | .26 | 101 |
| PHILADELPHIA | 1,619,700 | 2.98 | 4 |
| PHOENIX (FLAGSTAFF) | 491,400 | .90 | 25 |
| PITTSBURGH | 753,300 | 1.38 | 14 |
| PORTLAND, OR | 505,300 | .93 | 24 |
| PORTLAND-POLAND SPRING | 186,200 | .34 | 79 |
| PRESQUE ISLE | 19,400 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 349,400 | .64 | 42 |
| QUINCY-HANNIBAL | 67,700 | .12 | 156 |
| RALEIGH-DURHAM | 411,700 | .76 | 33 |
| RAPID CITY | 60,400 | .11 | 161 |
| RENO | 99,400 | .18 | 127 |
| RICHMOND (CHARLOTTESVILLE) | 303,600 | .56 | 52 |
| ROANOKE-LYNCHBURG | 240,500 | .44 | 65 |
| ROCHESTER, NY | 224,000 | .41 | 67 |
| ROCHESTER-MASON CITY-AUSTIN | 82,300 | .15 | 148 |
| ROCKFORD | 119,900 | .22 | 113 |
| ROSWELL | 33,500 | .06 | 186 |
| SACRAMENTO-STOCKTON | 541,600 | 1.00 | 20 |
| ST. JOSEPH | 27,800 | .05 | 192 |
| ST. LOUIS | 662,700 | 1.22 | 16 |
| SALINAS-MONTEREY | 124,800 | .23 | 111 |
| SALISBURY | 49,900 | .09 | 166 |
| SALT LAKE CITY | 393,200 | .72 | 37 |
| SAN ANGELO | 23,700 | .04 | 197 |
| SAN ANTONIO | 349,600 | .64 | 41 |
| SAN DIEGO | 468,200 | .86 | 26 |
| SAN FRANCISCO | 1,293,800 | 2.38 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 113,400 | .21 | 115 |
| SAVANNAH | 132,400 | .24 | 105 |
| SEATTLE-TACOMA | 704,200 | 1.29 | 15 |
| SELMA | 11,800 | .02 | 206 |
| SHREVEPORT-TEXARKANA | 271,500 | .50 | 57 |
| SIOUX CITY | 86,500 | .16 | 142 |
| SIOUX FALLS-MITCHELL | 133,700 | .25 | 104 |
| SOUTH BEND-ELKHART | 178,900 | .33 | 83 |
| SPOKANE | 205,000 | .38 | 73 |
| SPRINGFIELD, MA | 155,100 | .29 | 94 |
| SPRINGFIELD, MO | 159,900 | .29 | 92 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 210,700 | .39 | 71 |
| SYRACUSE | 242,100 | .44 | 64 |
| TALLAHASSEE | 112,100 | .21 | 117 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 518,100 | .95 | 22 |
| TERRE HAUTE | 94,500 | .17 | 133 |
| TOLEDO | 264,000 | .49 | 59 |
| TOPEKA | 83,200 | .15 | 145 |
| TRAVERSE CITY-CADILLAC | 89,200 | .16 | 139 |
| TUCSON | 165,700 | .30 | 88 |
| TULSA | 263,100 | .48 | 60 |
| TUSCALOOSA | 36,900 | .07 | 182 |
| TWIN FALLS | 16,200 | .03 | 205 |
| TYLER | 58,200 | .11 | 162 |
| UTICA | 63,100 | .12 | 157 |
| VICTORIA | 17,200 | .03 | 202 |
| WACO-TEMPLE | 142,600 | .26 | 99 |
| WASHINGTON, DC | 1,082,000 | 1.99 | 8 |
| WATERTOWN-CARTHAGE | 49,800 | .09 | 168 |
| WAUSAU-RHINELANDER | 95,200 | .17 | 131 |
| WEST PALM BEACH | 172,400 | .32 | 86 |
| WHEELING-STEUBENVELLE | 93,600 | .17 | 135 |
| WICHITA-HUTCHINSON | 239,900 | .44 | 66 |
| WICHITA FALLS-LAWTON | 94,600 | .17 | 132 |
| WILKES BARRE-SCRANTON | 271,300 | .50 | 58 |
| WILMINGTON | 83,000 | .15 | 146 |
| YAKIMA | 105,900 | .19 | 120 |
| YOUNGSTOWN | 172,700 | .32 | 85 |
| ZANESVILLE | 18,800 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## WOMEN 12-24

US TOTAL 25,267,100

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 31,000 | .12 | 158 |
| ALBANY, GA | 44,200 | .17 | 138 |
| ALBANY-SCHENECTADY-TROY | 138,500 | .55 | 53 |
| ALBUQUERQUE | 120,400 | .48 | 62 |
| ALEXANDRIA, LA | 22,900 | .09 | 172 |
| ALEXANDRIA, MN | 24,200 | .10 | 168 |
| ALPENA | 3,900 | .02 | 209 |
| AMARILLO | 51,200 | .20 | 121 |
| ANNISTON | 14,900 | .06 | 188 |
| ARDMORE-ADA | 18,400 | .07 | 182 |
| ATLANTA | 348,000 | 1.38 | 14 |
| AUGUSTA | 68,300 | .27 | 104 |
| AUSTIN, TX | 87,900 | .35 | 80 |
| BAKERSFIELD | 39,300 | .16 | 148 |
| BALTIMORE | 266,700 | 1.06 | 19 |
| BANGOR | 34,800 | .14 | 153 |
| BATON ROUGE | 93,100 | .37 | 78 |
| BEAUMONT-PORT ARTHUR | 50,900 | .20 | 122 |
| BEND | 6,700 | .03 | 205 |
| BILLINGS-HARDIN | 23,000 | .09 | 171 |
| BILOXI-GULFPORT-PASCAGOULA | 20,600 | .08 | 175 |
| BINGHAMTON | 46,900 | .19 | 129 |
| BIRMINGHAM | 147,100 | .58 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 45,700 | .18 | 133 |
| BOISE | 46,600 | .18 | 130 |
| BOSTON | 597,400 | 2.36 | 5 |
| BOWLING GREEN | 19,200 | .08 | 178 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 79,700 | .32 | 88 |
| BUFFALO | 193,300 | .77 | 36 |
| BURLINGTON-PLATTSBURGH | 81,100 | .32 | 86 |
| CASPER-RIVERTON | 18,100 | .07 | 184 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 106,500 | .42 | 69 |
| CHARLESTON, SC | 67,200 | .27 | 105 |
| CHARLESTON-HUNTINGTON | 162,200 | .64 | 45 |
| CHARLOTTE | 194,000 | .77 | 33 |
| CHATTANOOGA | 86,900 | .34 | 82 |
| CHEYENNE | 13,900 | .06 | 194 |
| CHICAGO | 928,000 | 3.67 | 3 |
| CHICO-REDDING | 38,900 | .15 | 149 |
| CINCINNATI | 218,600 | .87 | 25 |
| CLARKSBURG-WESTON | 22,300 | .09 | 173 |
| CLEVELAND | 417,700 | 1.65 | 9 |
| COLORADO SPRINGS-PUEBLO | 60,900 | .24 | 111 |
| COLUMBIA, SC | 94,000 | .37 | 77 |
| COLUMBIA-JEFFERSON CITY | 47,700 | .19 | 127 |
| COLUMBUS, GA | 63,700 | .25 | 109 |
| COLUMBUS, OH | 185,500 | .73 | 38 |
| COLUMBUS-TUPELO | 46,400 | .18 | 131 |
| CORPUS CHRISTI | 53,200 | .21 | 120 |
| DALLAS-FT. WORTH | 412,800 | 1.63 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 97,400 | .39 | 74 |
| DAYTON | 142,200 | .56 | 50 |
| DENVER | 271,000 | 1.07 | 18 |
| DES MOINES | 107,000 | .42 | 68 |
| DETROIT | 535,300 | 2.12 | 6 |
| DOTHAN | 29,000 | .11 | 163 |
| DULUTH-SUPERIOR | 50,000 | .20 | 123 |
| EL CENTRO-YUMA | 20,900 | .08 | 174 |
| EL PASO | 79,000 | .31 | 89 |
| ELMIRA | 25,000 | .10 | 167 |
| ERIE | 42,300 | .17 | 142 |
| EUGENE | 47,600 | .19 | 128 |
| EUREKA | 15,700 | .06 | 187 |
| EVANSVILLE | 76,100 | .30 | 94 |
| FARGO | 62,900 | .25 | 110 |
| FARMINGTON | 10,600 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 156,000 | .62 | 47 |
| FLORENCE, SC | 44,500 | .18 | 136 |
| FT. MYERS-NAPLES | 33,900 | .13 | 155 |
| FT. SMITH | 38,700 | .15 | 150 |
| FT. WAYNE | 74,700 | .30 | 97 |
| FRESNO | 120,500 | .48 | 61 |
| GAINESVILLE | 29,200 | .12 | 162 |
| GLENDIVE | 1,800 | .01 | 210 |
| GRAND JUNCTION | 14,600 | .06 | 189 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 190,700 | .75 | 37 |
| GREAT FALLS | 18,700 | .07 | 180 |
| GREEN BAY | 112,500 | .45 | 67 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 139,200 | .55 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 74,500 | .29 | 98 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 170,100 | .67 | 40 |
| GREENWOOD-GREENVILLE | 26,600 | .11 | 166 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 143,700 | .57 | 49 |
| HARRISONBURG | 14,200 | .06 | 192 |
| HARTFORD-NEW HAVEN | 237,400 | .94 | 22 |
| HELENA | 5,400 | .02 | 207 |
| HOUSTON | 409,000 | 1.62 | 11 |
| HUNTSVILLE-DECATUR-FLORENCE | 77,100 | .31 | 92 |
| IDAHO FALLS-POCATELLO | 38,100 | .15 | 151 |
| INDIANAPOLIS | 252,800 | 1.00 | 20 |
| JACKSON, MS | 91,700 | .36 | 79 |
| JACKSON, TN | 16,300 | .06 | 186 |
| JACKSONVILLE | 119,300 | .46 | 64 |
| JOHNSTOWN-ALTOONA | 86,200 | .34 | 83 |
| JONESBORO | 19,500 | .08 | 176 |
| JOPLIN-PITTSBURG | 45,500 | .18 | 134 |
| KANSAS CITY | 204,200 | .81 | 29 |
| KNOXVILLE | 127,700 | .51 | 59 |
| LA CROSSE-EAU CLAIRE | 53,700 | .21 | 119 |
| LAFAYETTE, IN | 19,000 | .08 | 179 |
| LAFAYETTE, LA | 68,700 | .27 | 103 |
| LAKE CHARLES | 31,600 | .13 | 157 |
| LANSING | 81,400 | .32 | 85 |
| LAREDO | 16,000 | .06 | 193 |
| LAS VEGAS | 56,100 | .22 | 115 |
| LAUREL-HATTIESBURG | 29,700 | .12 | 160 |
| LEXINGTON | 98,900 | .39 | 73 |
| LIMA | 12,100 | .05 | 196 |
| LINCOLN-HASTINGS-KEARNEY | 73,700 | .29 | 99 |
| LITTLE ROCK | 134,100 | .53 | 54 |
| LOS ANGELES | 1,263,500 | 5.00 | 2 |
| LOUISVILLE | 158,500 | .63 | 46 |
| LUBBOCK | 54,000 | .21 | 118 |
| MACON | 49,300 | .20 | 124 |
| MADISON | 64,800 | .26 | 108 |
| MANKATO | 11,900 | .05 | 197 |
| MARQUETTE | 18,600 | .07 | 181 |
| MCALLEN-BROWNSVILLE (LRGV) | 70,300 | .28 | 100 |
| MEDFORD | 29,500 | .12 | 161 |
| MEMPHIS | 194,000 | .77 | 33 |
| MERIDIAN | 23,100 | .09 | 170 |
| MIAMI | 276,200 | 1.09 | 17 |
| MILWAUKEE | 211,900 | .84 | 27 |
| MINNEAPOLIS-ST. PAUL | 362,700 | 1.44 | 12 |
| MINOT-BISMARCK-DICKINSON | 43,300 | .17 | 141 |
| MISSOULA-BUTTE | 35,900 | .14 | 152 |
| MOBILE-PENSACOLA | 133,400 | .53 | 55 |
| MONROE-EL DORADO | 66,100 | .26 | 107 |
| MONTGOMERY | 56,600 | .22 | 113 |
| NASHVILLE | 193,400 | .77 | 35 |
| NEW ORLEANS | 204,100 | .81 | 30 |
| NEW YORK | 1,818,100 | 7.20 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 164,600 | .65 | 43 |
| NORTH PLATTE | 4,600 | .02 | 208 |
| ODESSA-MIDLAND | 41,900 | .17 | 143 |
| OKLAHOMA CITY | 162,300 | .64 | 44 |
| OMAHA | 100,200 | .40 | 72 |
| ORLANDO-DAYTONA BEACH | 166,300 | .66 | 42 |
| OTTUMWA-KIRKSVILLE | 8,900 | .04 | 202 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 96,200 | .38 | 76 |
| PALM SPRINGS | 14,300 | .06 | 190 |
| PANAMA CITY | 18,400 | .07 | 182 |
| PARKERSBURG | 11,000 | .04 | 198 |
| PEORIA | 68,900 | .27 | 102 |
| PHILADELPHIA | 755,300 | 2.99 | 4 |
| PHOENIX (FLAGSTAFF) | 231,900 | .92 | 24 |
| PITTSBURGH | 354,900 | 1.40 | 13 |
| PORTLAND, OR | 217,800 | .86 | 26 |
| PORTLAND-POLAND SPRING | 87,200 | .35 | 81 |
| PRESQUE ISLE | 9,900 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 169,400 | .67 | 41 |
| QUINCY-HANNIBAL | 34,100 | .13 | 154 |
| RALEIGH-DURHAM | 195,000 | .77 | 32 |
| RAPID CITY | 30,000 | .12 | 159 |
| RENO | 41,700 | .17 | 144 |
| RICHMOND (CHARLOTTESVILLE) | 139,600 | .55 | 51 |
| ROANOKE-LYNCHBURG | 113,500 | .45 | 66 |
| ROCHESTER, NY | 106,000 | .42 | 70 |
| ROCHESTER-MASON CITY-AUSTIN | 39,900 | .16 | 147 |
| ROCKFORD | 56,600 | .22 | 113 |
| ROSWELL | 16,700 | .07 | 185 |
| SACRAMENTO-STOCKTON | 242,500 | .96 | 21 |
| ST. JOSEPH | 14,300 | .06 | 190 |
| ST. LOUIS | 309,600 | 1.23 | 15 |
| SALINAS-MONTEREY | 55,600 | .22 | 116 |
| SALISBURY | 24,100 | .10 | 169 |
| SALT LAKE CITY | 203,800 | .81 | 31 |
| SAN ANGELO | 12,200 | .05 | 195 |
| SAN ANTONIO | 171,300 | .68 | 39 |
| SAN DIEGO | 209,400 | .83 | 28 |
| SAN FRANCISCO | 525,500 | 2.08 | 7 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 55,000 | .22 | 117 |
| SAVANNAH | 67,100 | .27 | 106 |
| SEATTLE-TACOMA | 302,300 | 1.20 | 16 |
| SELMA | 6,400 | .03 | 206 |
| SHREVEPORT-TEXARKANA | 132,600 | .52 | 56 |
| SIOUX CITY | 43,500 | .17 | 140 |
| SIOUX FALLS-MITCHELL | 69,600 | .28 | 101 |
| SOUTH BEND-ELKHART | 84,600 | .33 | 84 |
| SPOKANE | 96,300 | .38 | 75 |
| SPRINGFIELD, MA | 78,700 | .31 | 90 |
| SPRINGFIELD, MO | 76,200 | .30 | 93 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 102,900 | .41 | 71 |
| SYRACUSE | 124,400 | .49 | 60 |
| TALLAHASSEE | 57,900 | .23 | 112 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 234,300 | .93 | 23 |
| TERRE HAUTE | 46,200 | .18 | 132 |
| TOLEDO | 130,900 | .52 | 57 |
| TOPEKA | 41,200 | .16 | 145 |
| TRAVERSE CITY-CADILLAC | 44,000 | .17 | 139 |
| TUCSON | 78,700 | .31 | 90 |
| TULSA | 116,200 | .46 | 63 |
| TUSCALOOSA | 19,500 | .08 | 176 |
| TWIN FALLS | 7,500 | .03 | 204 |
| TYLER | 27,800 | .11 | 164 |
| UTICA | 32,800 | .13 | 156 |
| VICTORIA | 8,500 | .03 | 203 |
| WACO-TEMPLE | 76,100 | .30 | 94 |
| WASHINGTON, DC | 457,600 | 1.81 | 8 |
| WATERTOWN-CARTHAGE | 27,300 | .11 | 165 |
| WAUSAU-RHINELANDER | 49,600 | .20 | 124 |
| WEST PALM BEACH | 75,600 | .30 | 96 |
| WHEELING-STEUBENVILLE | 44,400 | .18 | 137 |
| WICHITA-HUTCHINSON | 113,800 | .45 | 65 |
| WICHITA FALLS-LAWTON | 44,800 | .18 | 135 |
| WILKES BARRE-SCRANTON | 129,100 | .51 | 58 |
| WILMINGTON | 40,200 | .16 | 146 |
| YAKIMA | 49,500 | .20 | 125 |
| YOUNGSTOWN | 80,900 | .32 | 87 |
| ZANESVILLE | 9,400 | .04 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## WOMEN 18-34

US TOTAL 34,171,200

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 39,000 | .11 | 161 |
| ALBANY, GA | 55,500 | .16 | 140 |
| ALBANY-SCHENECTADY-TROY | 180,100 | .53 | 53 |
| ALBUQUERQUE | 158,300 | .46 | 63 |
| ALEXANDRIA, LA | 27,000 | .08 | 173 |
| ALEXANDRIA, MN | 27,700 | .08 | 172 |
| ALPENA | 4,300 | .01 | 209 |
| AMARILLO | 67,100 | .20 | 120 |
| ANNISTON | 19,500 | .06 | 189 |
| ARDMORE-ADA | 22,800 | .07 | 185 |
| ATLANTA | 499,700 | 1.46 | 12 |
| AUGUSTA | 88,800 | .26 | 103 |
| AUSTIN, TX | 125,600 | .37 | 76 |
| BAKERSFIELD | 52,300 | .15 | 147 |
| BALTIMORE | 364,100 | 1.07 | 19 |
| BANGOR | 45,200 | .13 | 153 |
| BATON ROUGE | 120,800 | .35 | 79 |
| BEAUMONT-PORT ARTHUR | 64,500 | .19 | 129 |
| BEND | 10,400 | .03 | 204 |
| BILLINGS-HARDIN | 31,800 | .09 | 165 |
| BILOXI-GULFPORT-PASCAGOULA | 26,200 | .08 | 174 |
| BINGHAMTON | 57,700 | .17 | 136 |
| BIRMINGHAM | 197,400 | .58 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 61,500 | .18 | 130 |
| BOISE | 64,700 | .19 | 124 |
| BOSTON | 813,700 | 2.38 | 5 |
| BOWLING GREEN | 24,200 | .07 | 181 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 106,700 | .31 | 87 |
| BUFFALO | 244,200 | .71 | 38 |
| BURLINGTON-PLATTSBURGH | 105,900 | .31 | 89 |
| CASPER-RIVERTON | 25,400 | .07 | 175 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 134,900 | .39 | 71 |
| CHARLESTON, SC | 89,000 | .26 | 102 |
| CHARLESTON-HUNTINGTON | 212,600 | .62 | 46 |
| CHARLOTTE | 263,100 | .77 | 33 |
| CHATTANOOGA | 117,800 | .34 | 80 |
| CHEYENNE | 19,000 | .06 | 190 |
| CHICAGO | 1,264,200 | 3.70 | 3 |
| CHICO-REDDING | 52,500 | .15 | 146 |
| CINCINNATI | 287,100 | .84 | 27 |
| CLARKSBURG-WESTON | 29,100 | .09 | 170 |
| CLEVELAND | 534,900 | 1.62 | 11 |
| COLORADO SPRINGS-PUEBLO | 83,200 | .24 | 107 |
| COLUMBIA, SC | 124,200 | .36 | 77 |
| COLUMBIA-JEFFERSON CITY | 62,700 | .18 | 128 |
| COLUMBUS, GA | 80,900 | .24 | 110 |
| COLUMBUS, OH | 256,500 | .75 | 35 |
| COLUMBUS-TUPELO | 56,800 | .17 | 138 |
| CORPUS CHRISTI | 67,000 | .20 | 122 |
| DALLAS-FT. WORTH | 587,300 | 1.72 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 126,200 | .37 | 75 |
| DAYTON | 189,500 | .55 | 51 |
| DENVER | 413,700 | 1.21 | 16 |
| DES MOINES | 143,100 | .42 | 67 |
| DETROIT | 718,000 | 2.10 | 7 |
| DOTHAN | 37,700 | .11 | 162 |
| DULUTH-SUPERIOR | 64,100 | .19 | 126 |
| EL CENTRO-YUMA | 25,300 | .07 | 176 |
| EL PASO | 98,600 | .29 | 93 |
| ELMIRA | 31,000 | .09 | 167 |
| ERIE | 54,300 | .16 | 144 |
| EUGENE | 70,500 | .21 | 118 |
| EUREKA | 23,100 | .07 | 184 |
| EVANSVILLE | 99,700 | .29 | 92 |
| FARGO | 80,100 | .23 | 112 |
| FARMINGTON | 13,200 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 194,600 | .57 | 48 |
| FLORENCE, SC | 57,500 | .17 | 137 |
| FT. MYERS-NAPLES | 44,900 | .13 | 154 |
| FT. SMITH | 50,800 | .15 | 150 |
| FT. WAYNE | 97,800 | .29 | 95 |
| FRESNO | 159,500 | .47 | 61 |
| GAINESVILLE | 40,100 | .12 | 158 |
| GLENDIVE | 2,400 | .01 | 210 |
| GRAND JUNCTION | 21,000 | .06 | 187 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 249,400 | .73 | 36 |
| GREAT FALLS | 24,300 | .07 | 180 |
| GREEN BAY | 139,000 | .41 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 189,000 | .55 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 96,300 | .28 | 99 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 227,500 | .67 | 39 |
| GREENWOOD-GREENVILLE | 29,400 | .09 | 169 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 194,400 | .57 | 49 |
| HARRISONBURG | 18,400 | .05 | 192 |
| HARTFORD-NEW HAVEN | 321,800 | .94 | 23 |
| HELENA | 7,600 | .02 | 206 |
| HOUSTON | 602,100 | 1.76 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 97,700 | .29 | 97 |
| IDAHO FALLS-POCATELLO | 47,900 | .14 | 152 |
| INDIANAPOLIS | 334,700 | .98 | 21 |
| JACKSON, MS | 115,600 | .34 | 82 |
| JACKSON, TN | 21,500 | .06 | 186 |
| JACKSONVILLE | 159,300 | .45 | 64 |
| JOHNSTOWN-ALTOONA | 107,900 | .32 | 85 |
| JONESBORO | 24,900 | .07 | 179 |
| JOPLIN-PITTSBURG | 58,000 | .17 | 135 |
| KANSAS CITY | 282,600 | .83 | 28 |
| KNOXVILLE | 170,100 | .50 | 56 |
| LA CROSSE-EAU CLAIRE | 66,700 | .20 | 123 |
| LAFAYETTE, IN | 25,000 | .07 | 178 |
| LAFAYETTE, LA | 81,400 | .24 | 109 |
| LAKE CHARLES | 40,500 | .12 | 157 |
| LANSING | 108,000 | .32 | 84 |
| LAREDO | 15,800 | .05 | 194 |
| LAS VEGAS | 80,300 | .23 | 111 |
| LAUREL-HATTIESBURG | 37,000 | .11 | 163 |
| LEXINGTON | 133,200 | .39 | 73 |
| LIMA | 15,600 | .05 | 195 |
| LINCOLN-HASTINGS-KEARNEY | 29,900 | .09 | 166 |
| LITTLE ROCK | 176,000 | .52 | 54 |
| LOS ANGELES | 1,804,700 | 5.28 | 2 |
| LOUISVILLE | 219,200 | .63 | 45 |
| LUBBOCK | 67,100 | .20 | 120 |
| MACON | 63,100 | .18 | 127 |
| MADISON | 91,000 | .27 | 101 |
| MANKATO | 15,000 | .04 | 197 |
| MARQUETTE | 23,500 | .07 | 182 |
| MCALLEN-BROWNSVILLE (LRGV) | 82,300 | .24 | 108 |
| MEDFORD | 42,200 | .12 | 156 |
| MEMPHIS | 249,300 | .73 | 37 |
| MERIDIAN | 28,200 | .08 | 171 |
| MIAMI | 390,800 | 1.14 | 18 |
| MILWAUKEE | 278,900 | .82 | 29 |
| MINNEAPOLIS-ST. PAUL | 492,900 | 1.44 | 13 |
| MINOT-BISMARCK-DICKINSON | 53,900 | .16 | 145 |
| MISSOULA-BUTTE | 49,400 | .14 | 151 |
| MOBILE-PENSACOLA | 169,900 | .50 | 57 |
| MONROE-EL DORADO | 78,900 | .23 | 113 |
| MONTGOMERY | 70,600 | .21 | 117 |
| NASHVILLE | 262,700 | .77 | 34 |
| NEW ORLEANS | 270,500 | .79 | 30 |
| NEW YORK | 2,495,100 | 7.30 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 221,300 | .65 | 41 |
| NORTH PLATTE | 6,600 | .02 | 208 |
| ODESSA-MIDLAND | 54,700 | .16 | 142 |
| OKLAHOMA CITY | 221,700 | .65 | 40 |
| OMAHA | 133,700 | .39 | 72 |
| ORLANDO-DAYTONA BEACH | 216,300 | .63 | 44 |
| OTTUMWA-KIRKSVILLE | 11,100 | .03 | 202 |
| PADUCAH-CAPE GERARDEAU-HARRISBURG | 123,100 | .36 | 78 |
| PALM SPRINGS | 19,000 | .06 | 190 |
| PANAMA CITY | 23,500 | .07 | 182 |
| PARKERSBURG | 14,600 | .04 | 198 |
| PEORIA | 92,300 | .27 | 100 |
| PHILADELPHIA | 998,500 | 2.92 | 4 |
| PHOENIX (FLAGSTAFF) | 311,500 | .91 | 25 |
| PITTSBURGH | 468,500 | 1.37 | 14 |
| PORTLAND, OR | 326,000 | .95 | 22 |
| PORTLAND-POLAND SPRING | 116,700 | .34 | 81 |
| PRESQUE ISLE | 12,100 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 221,300 | .65 | 41 |
| QUINCY-HANNIBAL | 42,700 | .12 | 155 |
| RALEIGH-DURHAM | 266,500 | .78 | 32 |
| RAPID CITY | 39,800 | .12 | 159 |
| RENO | 61,800 | .18 | 129 |
| RICHMOND (CHARLOTTESVILLE) | 192,900 | .56 | 50 |
| ROANOKE-LYNCHBURG | 148,900 | .44 | 66 |
| ROCHESTER, NY | 142,500 | .42 | 68 |
| ROCHESTER-MASON CITY-AUSTIN | 50,900 | .15 | 149 |
| ROCKFORD | 74,000 | .22 | 116 |
| ROSWELL | 20,700 | .06 | 188 |
| SACRAMENTO-STOCKTON | 343,500 | 1.01 | 20 |
| ST. JOSEPH | 17,700 | .05 | 193 |
| ST. LOUIS | 406,400 | 1.19 | 17 |
| SALINAS-MONTEREY | 83,500 | .24 | 106 |
| SALISBURY | 30,700 | .09 | 168 |
| SALT LAKE CITY | 267,000 | .78 | 31 |
| SAN ANGELO | 15,500 | .05 | 196 |
| SAN ANTONIO | 219,800 | .64 | 43 |
| SAN DIEGO | 306,900 | .90 | 26 |
| SAN FRANCISCO | 807,300 | 2.36 | 6 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 76,200 | .22 | 114 |
| SAVANNAH | 86,600 | .25 | 104 |
| SEATTLE-TACOMA | 450,200 | 1.32 | 15 |
| SELMA | 7,400 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 169,200 | .50 | 58 |
| SIOUX CITY | 54,900 | .16 | 141 |
| SIOUX FALLS-MITCHELL | 84,900 | .25 | 105 |
| SOUTH BEND-ELKHART | 112,200 | .33 | 83 |
| SPOKANE | 131,700 | .39 | 74 |
| SPRINGFIELD, MA | 103,000 | .30 | 91 |
| SPRINGFIELD, MO | 97,700 | .29 | 97 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 138,200 | .40 | 70 |
| SYRACUSE | 158,500 | .46 | 62 |
| TALLAHASSEE | 75,700 | .22 | 115 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 313,200 | .92 | 24 |
| TERRE HAUTE | 58,900 | .17 | 133 |
| TOLEDO | 170,900 | .50 | 55 |
| TOPEKA | 56,000 | .16 | 139 |
| TRAVERSE CITY-CADILLAC | 54,500 | .16 | 143 |
| TUCSON | 107,400 | .31 | 86 |
| TULSA | 159,700 | .47 | 60 |
| TUSCALOOSA | 25,100 | .07 | 177 |
| TWIN FALLS | 10,100 | .03 | 205 |
| TYLER | 35,900 | .11 | 164 |
| UTICA | 39,700 | .12 | 160 |
| VICTORIA | 10,900 | .03 | 203 |
| WACO-TEMPLE | 97,800 | .29 | 95 |
| WASHINGTON, DC | 666,300 | 1.95 | 8 |
| WATERTOWN-CARTHAGE | 31,700 | .09 | 166 |
| WAUSAU-RHINELANDER | 59,900 | .18 | 131 |
| WEST PALM BEACH | 104,400 | .31 | 90 |
| WHEELING-STEUBENVILLE | 58,200 | .17 | 134 |
| WICHITA-HUTCHINSON | 152,100 | .45 | 65 |
| WICHITA FALLS-LAWTON | 59,300 | .17 | 132 |
| WILKES BARRE-SCRANTON | 164,900 | .48 | 59 |
| WILMINGTON | 51,700 | .15 | 148 |
| YAKIMA | 67,400 | .20 | 119 |
| YOUNGSTOWN | 106,100 | .31 | 88 |
| ZANESVILLE | 11,700 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## WOMEN 25-49

US TOTAL 39,832,800

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 44,700 | .11 | 158 |
| ALBANY, GA | 63,800 | .16 | 139 |
| ALBANY-SCHENECTADY-TROY | 209,300 | .53 | 53 |
| ALBUQUERQUE | 182,100 | .46 | 62 |
| ALEXANDRIA, LA | 32,500 | .08 | 172 |
| ALEXANDRIA, MN | 32,600 | .08 | 170 |
| ALPENA | 5,200 | .01 | 209 |
| AMARILLO | 79,500 | .20 | 116 |
| ANNISTON | 20,500 | .05 | 190 |
| ARKANSAS-ADA | 27,700 | .07 | 180 |
| ATLANTA | 600,500 | 1.51 | 12 |
| AUGUSTA | 102,400 | .26 | 99 |
| AUSTIN, TX | 120,900 | .30 | 87 |
| BAKERSFIELD | 59,200 | .15 | 148 |
| BALTIMORE | 437,100 | 1.10 | 19 |
| BANGOR | 51,400 | .13 | 154 |
| BATON ROUGE | 126,700 | .32 | 85 |
| BEAUMONT-PORT ARTHUR | 77,700 | .20 | 119 |
| BEND | 12,500 | .03 | 202 |
| BILLINGS-HARDIN | 36,900 | .09 | 165 |
| BILOXI-GULFPORT-PASCAGOULA | 28,700 | .07 | 178 |
| BINGHAMTON | 68,100 | .17 | 133 |
| BIRMINGHAM | 235,500 | .59 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 71,400 | .18 | 127 |
| BOISE | 75,000 | .19 | 123 |
| BOSTON | 928,700 | 2.33 | 6 |
| BOWLING GREEN | 24,900 | .06 | 183 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 134,000 | .34 | 79 |
| BUFFALO | 284,500 | .71 | 36 |
| BURLINGTON-PLATTSBURGH | 113,700 | .29 | 93 |
| CASPER-RIVERTON | 28,700 | .07 | 178 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 141,700 | .36 | 76 |
| CHARLESTON, SC | 97,900 | .25 | 100 |
| CHARLESTON-HUNTINGTON | 250,700 | .63 | 45 |
| CHARLOTTE | 321,500 | .81 | 30 |
| CHATTANOOGA | 144,900 | .36 | 74 |
| CHEYENNE | 22,500 | .06 | 188 |
| CHICAGO | 1,498,700 | 3.76 | 3 |
| CHICO-REDDING | 59,400 | .15 | 147 |
| CINCINNATI | 330,700 | .83 | 27 |
| CLARKSBURG-WESTON | 33,300 | .08 | 168 |
| CLEVELAND | 663,200 | 1.66 | 11 |
| COLORADO SPRINGS-PUEBLO | 96,100 | .24 | 103 |
| COLUMBIA, SC | 131,300 | .33 | 81 |
| COLUMBIA-JEFFERSON CITY | 61,500 | .15 | 141 |
| COLUMBUS, GA | 87,200 | .22 | 113 |
| COLUMBUS, OH | 288,000 | .72 | 34 |
| COLUMBUS-TUPELO | 63,300 | .16 | 140 |
| CORPUS CHRISTI | 76,100 | .19 | 121 |
| DALLAS-FT. WORTH | 691,600 | 1.74 | 9 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 148,900 | .37 | 71 |
| DAYTON | 227,900 | .57 | 50 |
| DENVER | 462,300 | 1.16 | 18 |
| DES MOINES | 158,900 | .40 | 68 |
| DETROIT | 834,700 | 2.10 | 7 |
| DOTHAN | 46,300 | .12 | 157 |
| DULUTH-SUPERIOR | 73,000 | .18 | 126 |
| EL CENTRO-YUMA | 29,400 | .07 | 175 |
| EL PASO | 109,200 | .27 | 94 |
| ELMIRA | 37,200 | .09 | 164 |
| ERIE | 59,900 | .15 | 145 |
| EUGENE | 78,800 | .20 | 117 |
| EUREKA | 24,800 | .06 | 184 |
| EVANSVILLE | 117,600 | .30 | 90 |
| FARGO | 80,200 | .20 | 115 |
| FARMINGTON | 14,400 | .04 | 198 |
| FLINT-SAGINAW-BAY CITY | 220,300 | .55 | 52 |
| FLORENCE, SC | 67,500 | .17 | 135 |
| FT. MYERS-NAPLES | 57,900 | .15 | 150 |
| FT. SMITH | 59,000 | .15 | 149 |
| FT. WAYNE | 114,000 | .29 | 92 |
| FRESNO | 180,100 | .45 | 63 |
| GAINESVILLE | 33,200 | .08 | 169 |
| GLENDIVE | 2,800 | .01 | 210 |
| GRAND JUNCTION | 25,000 | .06 | 182 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 274,100 | .69 | 38 |
| GREAT FALLS | 29,100 | .07 | 177 |
| GREEN BAY | 157,400 | .40 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 232,900 | .58 | 48 |
| GREENVILLE-NEW BERN-WASHINGTON | 103,300 | .26 | 98 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 279,800 | .70 | 37 |
| GREENWOOD-GREENVILLE | 31,200 | .08 | 173 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 229,500 | .58 | 49 |
| HARRISONBURG | 17,800 | .04 | 195 |
| HARTFORD-NEW HAVEN | 383,100 | .96 | 23 |
| HELENA | 8,700 | .02 | 206 |
| HOUSTON | 690,100 | 1.73 | 10 |
| HUNTSVILLE-DECATUR-FLORENCE | 122,100 | .31 | 86 |
| IDAHO FALLS-POCATELLO | 50,300 | .13 | 155 |
| INDIANAPOLIS | 385,600 | .97 | 22 |
| JACKSON, MS | 128,500 | .32 | 83 |
| JACKSON, TN | 25,200 | .06 | 181 |
| JACKSONVILLE | 185,600 | .47 | 61 |
| JOHNSTOWN-ALTOONA | 118,300 | .30 | 88 |
| JONESBORO | 29,900 | .08 | 174 |
| JOPLIN-PITTSBURG | 70,400 | .18 | 128 |
| KANSAS CITY | 329,500 | .83 | 28 |
| KNOXVILLE | 205,700 | .52 | 55 |
| LA CROSSE-EAU CLAIRE | 65,500 | .16 | 137 |
| LAFAYETTE, IN | 18,700 | .05 | 192 |
| LAFAYETTE, LA | 88,300 | .22 | 112 |
| LAKE CHARLES | 44,600 | .11 | 159 |
| LANSING | 106,900 | .27 | 95 |
| LAREDO | 17,700 | .04 | 196 |
| LAS VEGAS | 97,700 | .25 | 101 |
| LAUREL-HATTIESBURG | 39,700 | .10 | 163 |
| LEXINGTON | 144,100 | .36 | 73 |
| LIMA | 18,100 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 104,200 | .26 | 97 |
| LITTLE ROCK | 208,800 | .52 | 54 |
| LOS ANGELES | 2,110,000 | 5.30 | 2 |
| LOUISVILLE | 252,800 | .64 | 41 |
| LUBBOCK | 68,200 | .17 | 130 |
| MACON | 74,300 | .19 | 125 |
| MADISON | 93,400 | .23 | 106 |
| MANKATO | 13,300 | .03 | 201 |
| MARQUETTE | 23,100 | .06 | 187 |
| MCALLEN-BROWNSVILLE (LRGV) | 94,400 | .24 | 104 |
| MEDFORD | 53,100 | .13 | 153 |
| MEMPHIS | 285,200 | .72 | 35 |
| MERIDIAN | 32,600 | .08 | 170 |
| MIAMI | 498,400 | 1.25 | 16 |
| MILWAUKEE | 323,400 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 548,200 | 1.38 | 13 |
| MINOT-BISMARCK-DICKINSON | 59,500 | .15 | 146 |
| MISSOULA-BUTTE | 53,600 | .13 | 152 |
| MOBILE-PENSACOLA | 199,300 | .50 | 56 |
| MONROE-EL DORADO | 88,700 | .22 | 111 |
| MONTGOMERY | 80,300 | .20 | 114 |
| NASHVILLE | 312,500 | .78 | 31 |
| NEW ORLEANS | 304,900 | .76 | 32 |
| NEW YORK | 3,209,500 | 8.06 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 251,700 | .63 | 43 |
| NORTH PLATTE | 7,700 | .02 | 208 |
| ODESSA-MIDLAND | 63,900 | .16 | 138 |
| OKLAHOMA CITY | 249,300 | .63 | 46 |
| OMAHA | 155,500 | .39 | 70 |
| ORLANDO-DAYTONA BEACH | 264,900 | .67 | 40 |
| OTTUMWA-KIRKSVILLE | 11,100 | .03 | 205 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 140,500 | .35 | 77 |
| PALM SPRINGS | 22,100 | .06 | 189 |
| PANAMA CITY | 29,300 | .07 | 176 |
| PARKERSBURG | 18,200 | .05 | 193 |
| PEORIA | 97,400 | .24 | 102 |
| PHILADELPHIA | 1,190,500 | 2.99 | 4 |
| PHOENIX (FLAGSTAFF) | 357,400 | .90 | 25 |
| PITTSBURGH | 546,600 | 1.37 | 14 |
| PORTLAND, OR | 378,400 | .95 | 24 |
| PORTLAND-POLAND SPRING | 138,200 | .35 | 78 |
| PRESQUE ISLE | 14,200 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 251,500 | .63 | 44 |
| QUINCY-HANNIBAL | 47,600 | .12 | 156 |
| RALEIGH-DURHAM | 293,400 | .74 | 33 |
| RAPID CITY | 43,300 | .11 | 161 |
| RENO | 74,900 | .19 | 124 |
| RICHMOND (CHARLOTTESVILLE) | 221,000 | .55 | 51 |
| ROANOKE-LYNCHBURG | 173,300 | .44 | 64 |
| ROCHESTER, NY | 162,800 | .41 | 67 |
| ROCHESTER-MASON CITY-AUSTIN | 60,000 | .15 | 144 |
| ROCKFORD | 89,000 | .22 | 110 |
| ROSWELL | 24,500 | .06 | 185 |
| SACRAMENTO-STOCKTON | 398,900 | 1.00 | 20 |
| ST. JOSEPH | 19,200 | .05 | 191 |
| ST. LOUIS | 491,100 | 1.23 | 17 |
| SALINAS-MONTEREY | 90,500 | .23 | 109 |
| SALISBURY | 36,500 | .09 | 166 |
| SALT LAKE CITY | 269,800 | .68 | 39 |
| SAN ANGELO | 16,100 | .04 | 197 |
| SAN ANTONIO | 255,000 | .64 | 42 |
| SAN DIEGO | 337,400 | .85 | 26 |
| SAN FRANCISCO | 984,100 | 2.47 | 5 |
| SANTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 76,500 | .19 | 120 |
| SAVANNAH | 93,200 | .23 | 107 |
| SEATTLE-TACOMA | 529,000 | 1.32 | 15 |
| SELMA | 8,500 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 196,400 | .49 | 59 |
| SIOUX CITY | 61,400 | .15 | 142 |
| SIOUX FALLS-MITCHELL | 94,200 | .24 | 105 |
| SOUTH BEND-ELKHART | 131,700 | .33 | 80 |
| SPOKANE | 148,400 | .37 | 72 |
| SPRINGFIELD, MA | 105,200 | .26 | 96 |
| SPRINGFIELD, MO | 115,900 | .29 | 91 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 145,400 | .37 | 73 |
| SYRACUSE | 166,600 | .42 | 66 |
| TALLAHASSEE | 75,400 | .19 | 122 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 385,900 | .97 | 21 |
| TERRE HAUTE | 67,600 | .17 | 134 |
| TOLEDO | 186,600 | .47 | 60 |
| TOPEKA | 56,300 | .14 | 151 |
| TRAVERSE CITY-CADILLAC | 66,500 | .17 | 136 |
| TUCSON | 118,000 | .30 | 89 |
| TULSA | 197,900 | .50 | 58 |
| TUSCALOOSA | 23,600 | .06 | 186 |
| TWIN FALLS | 12,000 | .03 | 204 |
| TYLER | 42,700 | .11 | 162 |
| UTICA | 44,200 | .11 | 160 |
| VICTORIA | 12,400 | .03 | 203 |
| WACO-TEMPLE | 91,300 | .23 | 108 |
| WASHINGTON, DC | 822,800 | 2.07 | 8 |
| WATERTOWN-CARTHAGE | 34,300 | .09 | 167 |
| WAUSAU-RHINELANDER | 68,200 | .17 | 130 |
| WEST PALM BEACH | 129,900 | .33 | 82 |
| WHEELING-STEUBENVILLE | 69,000 | .17 | 129 |
| WICHITA-HUTCHINSON | 173,200 | .43 | 65 |
| WICHITA FALLS-LAWTON | 68,200 | .17 | 130 |
| WILKES BARRE-SCRANTON | 198,800 | .50 | 57 |
| WILMINGTON | 61,400 | .15 | 142 |
| YAKIMA | 77,900 | .20 | 118 |
| YOUNGSTOWN | 127,300 | .32 | 84 |
| ZANESVILLE | 13,600 | .03 | 200 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## WOMEN 25-54

US TOTAL 45,572,000

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 52,000 | .11 | 158 |
| ALBANY, GA | 72,900 | .16 | 139 |
| ALBANY-SCHENECTADY-TROY | 243,100 | .53 | 53 |
| ALBUQUERQUE | 204,600 | .45 | 63 |
| ALEXANDRIA, LA | 37,400 | .08 | 171 |
| ALEXANDRIA, MN | 38,000 | .08 | 170 |
| ALPENA | 6,100 | .01 | 209 |
| AMARILLO | 91,600 | .20 | 116 |
| ANNISTON | 23,600 | .05 | 190 |
| ARDMORE-ADA | 32,300 | .07 | 179 |
| ATLANTA | 671,900 | 1.47 | 12 |
| AUGUSTA | 116,600 | .26 | 99 |
| AUSTIN, TX | 132,300 | .30 | 89 |
| BAKERSFIELD | 67,500 | .15 | 149 |
| BALTIMORE | 500,100 | 1.10 | 19 |
| BANGOR | 59,000 | .13 | 154 |
| BATON ROUGE | 142,400 | .31 | 85 |
| BEAUPONT-PORT ARTHUR | 89,900 | .20 | 117 |
| BEND | 13,900 | .03 | 203 |
| BILLINGS-HARDIN | 41,800 | .09 | 166 |
| BILOXI-GULFPORT-PASCAGOULA | 32,400 | .07 | 178 |
| BINGHAMTON | 79,100 | .17 | 131 |
| BIRMINGHAM | 271,000 | .59 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 83,200 | .18 | 127 |
| BOISE | 84,300 | .18 | 126 |
| BOSTON | 1,064,300 | 2.34 | 6 |
| BOWLING GREEN | 28,400 | .06 | 183 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 154,000 | .34 | 79 |
| BUFFALO | 332,800 | .73 | 33 |
| BURLINGTON-PLATTSBURGH | 129,100 | .28 | 93 |
| CASPER-RIVERTON | 31,900 | .07 | 180 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 161,500 | .35 | 77 |
| CHARLESTON, SC | 109,800 | .24 | 103 |
| CHARLESTON-HUNTINGTON | 289,100 | .63 | 44 |
| CHARLOTTE | 367,700 | .81 | 30 |
| CHATTANOOGA | 165,000 | .36 | 74 |
| CHEYENNE | 25,600 | .06 | 188 |
| CHICAGO | 1,713,900 | 3.76 | 3 |
| CHICO-REDDING | 68,900 | .15 | 147 |
| CINCINNATI | 380,100 | .83 | 27 |
| CLARKSBURG-WESTON | 38,800 | .09 | 168 |
| CLEVELAND | 767,900 | 1.69 | 11 |
| COLORADO SPRINGS-PUEBLO | 108,800 | .24 | 104 |
| COLUMBIA, SC | 147,800 | .32 | 83 |
| COLUMBIA-JEFFERSON CITY | 70,400 | .15 | 142 |
| COLUMBUS, GA | 100,000 | .22 | 113 |
| COLUMBUS, OH | 327,900 | .72 | 35 |
| COLUMBUS-TUPELO | 72,800 | .16 | 140 |
| CORPUS CHRISTI | 86,900 | .19 | 121 |
| DALLAS-FT. WORTH | 780,000 | 1.71 | 9 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 171,200 | .38 | 71 |
| DAYTON | 262,200 | .58 | 50 |
| DENVER | 513,500 | 1.13 | 18 |
| DES MOINES | 182,700 | .40 | 68 |
| DETROIT | 957,900 | 2.10 | 7 |
| DOTHAN | 53,100 | .12 | 157 |
| DULUTH-SUPERIOR | 84,600 | .19 | 124 |
| EL CENTRO-YUMA | 33,400 | .07 | 176 |
| EL PASO | 123,400 | .27 | 94 |
| ELMIRA | 43,400 | .10 | 164 |
| ERIE | 69,600 | .15 | 144 |
| EUGENE | 88,400 | .19 | 119 |
| EUREKA | 28,100 | .06 | 185 |
| EVANSVILLE | 139,500 | .30 | 88 |
| FARGO | 92,400 | .20 | 114 |
| FARMINGTON | 16,100 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 252,400 | .55 | 51 |
| FLORENCE, SC | 76,800 | .17 | 136 |
| FT. MYERS-NAPLES | 69,100 | .15 | 145 |
| FT. SMITH | 67,100 | .15 | 150 |
| FT. WAYNE | 130,400 | .29 | 92 |
| FRESNO | 204,700 | .45 | 62 |
| GAINESVILLE | 37,200 | .08 | 172 |
| GLENDIVE | 3,200 | .01 | 210 |
| GRAND JUNCTION | 28,300 | .06 | 184 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 313,700 | .69 | 38 |
| GREAT FALLS | 33,200 | .07 | 177 |
| GREEN BAY | 180,700 | .40 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 267,400 | .59 | 48 |
| GREENVILLE-NEW BERN-WASHINGTON | 117,900 | .26 | 98 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 321,300 | .71 | 37 |
| GREENWOOD-GREENVILLE | 36,100 | .08 | 173 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 265,400 | .58 | 49 |
| HARRISONBURG | 20,500 | .04 | 195 |
| HARTFORD-NEW HAVEN | 441,400 | .97 | 22 |
| HELENA | 9,800 | .02 | 206 |
| HOUSTON | 770,100 | 1.69 | 10 |
| HUNTSVILLE-DECATUR-FLORENCE | 139,900 | .31 | 86 |
| IDAHO FALLS-POCATELLO | 56,600 | .12 | 155 |
| INDIANAPOLIS | 440,600 | .97 | 23 |
| JACKSON, MS | 147,100 | .32 | 84 |
| JACKSON, TN | 29,300 | .06 | 181 |
| JACKSONVILLE | 212,100 | .47 | 61 |
| JOHNSTOWN-ALTOONA | 138,800 | .30 | 87 |
| JONESBORO | 34,900 | .08 | 174 |
| JOPLIN-PITTSBURG | 81,500 | .18 | 128 |
| KANSAS CITY | 375,100 | .82 | 28 |
| KNOXVILLE | 234,700 | .52 | 56 |
| LA CROSSE-EAU CLAIRE | 75,200 | .17 | 137 |
| LAFAYETTE, IN | 20,900 | .05 | 193 |
| LAFAYETTE, LA | 101,600 | .22 | 111 |
| LAKE CHARLES | 50,700 | .11 | 160 |
| LANSING | 120,800 | .27 | 96 |
| LARED0 | 20,200 | .04 | 196 |
| LAS VEGAS | 110,200 | .24 | 101 |
| LAUREL-HATTIESBURG | 45,600 | .10 | 163 |
| LEXINGTON | 163,100 | .36 | 75 |
| LIMA | 20,900 | .05 | 193 |
| LINCOLN-HASTINGS-KEARNEY | 120,500 | .26 | 97 |
| LITTLE ROCK | 238,600 | .52 | 54 |
| LOS ANGELES | 2,391,700 | 5.25 | 2 |
| LOUISVILLE | 291,600 | .64 | 42 |
| LUBBOCK | 78,200 | .17 | 134 |
| MACON | 84,800 | .19 | 123 |
| MADISON | 105,200 | .23 | 107 |
| MANKATO | 15,400 | .03 | 201 |
| MARQUETTE | 26,600 | .06 | 187 |
| MCALLEN-BROWNSVILLE (LRGV) | 106,800 | .23 | 105 |
| MEDFORD | 60,400 | .13 | 153 |
| MEMPHIS | 324,800 | .71 | 36 |
| MERIDIAN | 38,100 | .08 | 169 |
| MIAMI | 580,300 | 1.27 | 16 |
| MILWAUKEE | 369,800 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 617,100 | 1.35 | 14 |
| MINOT-BISMARCK-DICKINSON | 67,900 | .15 | 148 |
| MISSOULA-BUTTE | 60,500 | .13 | 152 |
| MOBILE-PENSACOLA | 226,500 | .50 | 58 |
| MONROE-EL DORADO | 103,000 | .23 | 109 |
| MONTGOMERY | 92,300 | .20 | 115 |
| NASHVILLE | 356,600 | .78 | 31 |
| NEW ORLEANS | 343,700 | .75 | 32 |
| NEW YORK | 3,718,100 | 8.16 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 285,200 | .63 | 45 |
| NORTH PLATTE | 8,900 | .02 | 208 |
| ODESSA-MIDLAND | 73,400 | .16 | 138 |
| OKLAHOMA CITY | 284,000 | .62 | 46 |
| OMAHA | 177,600 | .39 | 70 |
| ORLANDO-DAYTONA BEACH | 307,300 | .67 | 39 |
| OTTUMWA-KIRKSVILLE | 13,200 | .03 | 205 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 163,000 | .36 | 76 |
| PALM SPRINGS | 25,300 | .06 | 189 |
| PANAMA CITY | 34,100 | .07 | 179 |
| PARKERSBURG | 21,000 | .05 | 192 |
| PEORIA | 111,400 | .24 | 100 |
| PHILADELPHIA | 1,384,100 | 3.04 | 4 |
| PHOENIX (FLAGSTAFF) | 405,100 | .89 | 25 |
| PITTSBURGH | 644,400 | 1.41 | 13 |
| PORTLAND, OR | 424,900 | .93 | 24 |
| PORTLAND-POLAND SPRING | 158,800 | .35 | 78 |
| PRESQUE ISLE | 16,300 | .04 | 198 |
| PROVIDENCE-NEW BEDFORD | 292,700 | .64 | 41 |
| QUINCY-HANNIBAL | 55,500 | .12 | 156 |
| RALEIGH-DURHAM | 332,600 | .73 | 34 |
| RAPID CITY | 49,200 | .11 | 161 |
| RENO | 84,500 | .19 | 125 |
| RICHMOND (CHARLOTTESVILLE) | 251,800 | .55 | 52 |
| ROANOKE-LYNCHBURG | 200,000 | .44 | 65 |
| ROCHESTER, NY | 186,100 | .41 | 67 |
| ROCHESTER-MASON CITY-AUSTIN | 69,100 | .15 | 145 |
| ROCKFORD | 101,500 | .22 | 112 |
| ROSWELL | 28,600 | .06 | 182 |
| SACRAMENTO-STOCKTON | 453,000 | .99 | 21 |
| ST. JOSEPH | 22,400 | .05 | 191 |
| ST. LOUIS | 563,900 | 1.24 | 17 |
| SALINAS-MONTEREY | 101,900 | .22 | 110 |
| SALISBURY | 42,800 | .09 | 165 |
| SALT LAKE CITY | 301,000 | .66 | 40 |
| SAN ANGELO | 18,500 | .04 | 197 |
| SAN ANTONIO | 289,900 | .64 | 43 |
| SAN DIEGO | 380,400 | .83 | 26 |
| SAN FRANCISCO | 1,109,600 | 2.43 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 87,200 | .19 | 120 |
| SAVANNAH | 105,900 | .23 | 106 |
| SEATTLE-TACOMA | 589,300 | 1.29 | 15 |
| SELMA | 9,700 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 228,100 | .50 | 57 |
| SIOUX CITY | 71,200 | .16 | 141 |
| SIOUX FALLS-MITCHELL | 110,000 | .24 | 102 |
| SOUTH BEND-ELKHART | 151,600 | .33 | 81 |
| SPOKANE | 168,100 | .37 | 72 |
| SPRINGFIELD, MA | 121,300 | .27 | 95 |
| SPRINGFIELD, MO | 134,600 | .30 | 90 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 166,600 | .37 | 73 |
| SYRACUSE | 191,800 | .42 | 66 |
| TALLAHASSEE | 89,600 | .19 | 122 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 453,100 | .99 | 20 |
| TERRE HAUTE | 79,200 | .17 | 130 |
| TOLEDO | 215,300 | .47 | 60 |
| TOPEKA | 64,000 | .14 | 151 |
| TRAVERSE CITY-CADILLAC | 77,200 | .17 | 135 |
| TUCSON | 134,200 | .29 | 91 |
| TULSA | 226,200 | .50 | 59 |
| TUSCALOOSA | 27,100 | .06 | 186 |
| TWIN FALLS | 13,800 | .03 | 204 |
| TYLER | 49,200 | .11 | 161 |
| UTICA | 51,600 | .11 | 159 |
| VICTORIA | 14,200 | .03 | 202 |
| WACO-TEMPLE | 104,100 | .23 | 108 |
| WASHINGTON, DC | 923,500 | 2.03 | 8 |
| WATERTOWN-CARTHAGE | 39,800 | .09 | 167 |
| WAUSAU-RHINELANDER | 78,700 | .17 | 132 |
| WEST PALM BEACH | 152,100 | .33 | 80 |
| WHEELING-STEUBENVILLE | 81,200 | .18 | 129 |
| WICHITA-HUTCHINSON | 200,900 | .44 | 64 |
| WICHITA FALLS-LAWTON | 78,300 | .17 | 133 |
| WILKES BARRE-SCRANTON | 237,500 | .52 | 55 |
| WILMINGTON | 70,400 | .15 | 142 |
| YAKIMA | 88,500 | .19 | 118 |
| YOUNGSTOWN | 149,400 | .33 | 82 |
| ZANESVILLE | 15,900 | .03 | 200 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## MEN 18+

US TOTAL 79,888,900

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 103,600 | .13 | 156 |
| ALBANY, GA | 121,100 | .15 | 150 |
| ALBANY-SCHENECTADY-TROY | 442,200 | .55 | 50 |
| ALBUQUERQUE | 346,800 | .43 | 66 |
| ALEXANDRIA, LA | 64,900 | .08 | 173 |
| ALEXANDRIA, MN | 81,100 | .10 | 164 |
| ALPENA | 11,100 | .01 | 209 |
| AMARILLO | 169,200 | .21 | 117 |
| ANNISTON | 43,000 | .05 | 192 |
| ARDMORE-ADA | 63,700 | .08 | 175 |
| ATLANTA | 1,053,500 | 1.32 | 15 |
| AUGUSTA | 198,300 | .25 | 103 |
| AUSTIN, TX | 254,300 | .32 | 86 |
| BAKERSFIELD | 122,000 | .15 | 149 |
| BALTIMORE | 839,200 | 1.05 | 20 |
| BANGOR | 109,200 | .14 | 155 |
| BATON ROUGE | 247,400 | .31 | 88 |
| BEAUMONT-PORT ARTHUR | 158,800 | .20 | 120 |
| BEND | 24,000 | .03 | 205 |
| BILLINGS-HARDIN | 74,500 | .09 | 169 |
| BILOXI-GULFPORT-PASCAGOULA | 61,000 | .08 | 179 |
| BINGHAMTON | 144,500 | .18 | 136 |
| BIRMINGHAM | 456,800 | .57 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 146,700 | .18 | 134 |
| BOISE | 151,500 | .19 | 128 |
| BOSTON | 1,848,900 | 2.31 | 6 |
| BOWLING GREEN | 54,400 | .07 | 182 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 263,000 | .33 | 84 |
| BUFFALO | 599,200 | .75 | 32 |
| BURLINGTON-PLATTSBURGH | 239,000 | .30 | 92 |
| CASPER-RIVERTON | 57,900 | .07 | 181 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 308,500 | .39 | 76 |
| CHARLESTON, SC | 195,200 | .24 | 105 |
| CHARLESTON-HUNTINGTON | 512,500 | .64 | 44 |
| CHARLOTTE | 606,700 | .76 | 31 |
| CHATTANOOGA | 273,900 | .34 | 78 |
| CHEYENNE | 46,400 | .06 | 190 |
| CHICAGO | 2,893,300 | 3.62 | 3 |
| CHICO-REDDING | 130,600 | .16 | 143 |
| CINCINNATI | 648,700 | .81 | 29 |
| CLARKSBURG-WESTON | 74,500 | .09 | 169 |
| CLEVELAND | 1,319,800 | 1.65 | 9 |
| COLORADO SPRINGS-PUEBLO | 196,000 | .25 | 104 |
| COLUMBIA, SC | 255,200 | .32 | 85 |
| COLUMBIA-JEFFERSON CITY | 141,900 | .18 | 137 |
| COLUMBUS, GA | 186,600 | .23 | 110 |
| COLUMBUS, OH | 558,500 | .70 | 36 |
| COLUMBUS-TUPELO | 112,200 | .14 | 141 |
| CORPUS CHRISTI | 150,800 | .19 | 129 |
| DALLAS-FT. WORTH | 1,304,400 | 1.63 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 311,800 | .39 | 73 |
| DAYTON | 442,000 | .55 | 51 |
| DENVER | 861,800 | 1.08 | 19 |
| DES MOINES | 342,200 | .43 | 67 |
| DETROIT | 1,605,200 | 2.01 | 7 |
| DOTHAN | 93,300 | .12 | 161 |
| DULUTH-SUPERIOR | 169,700 | .21 | 115 |
| EL CENTRO-YUMA | 63,500 | .08 | 176 |
| EL PASO | 203,700 | .25 | 100 |
| ELMIRA | 79,400 | .10 | 165 |
| ERIE | 125,900 | .16 | 146 |
| EUGENE | 156,200 | .20 | 123 |
| EUREKA | 54,000 | .07 | 183 |
| EVANSVILLE | 244,600 | .31 | 90 |
| FARGO | 194,600 | .24 | 106 |
| FARMINGTON | 27,000 | .03 | 202 |
| FLINT-SAGINAW-BAY CITY | 433,500 | .54 | 53 |
| FLORENCE, SC | 123,200 | .15 | 148 |
| FT. MYERS-NAPLES | 158,600 | .20 | 121 |
| FT. SMITH | 124,600 | .16 | 147 |
| FT. WAYNE | 227,900 | .29 | 96 |
| FRESNO | 368,900 | .46 | 62 |
| GAINESVILLE | 75,100 | .09 | 168 |
| GLENDIVE | 6,200 | .01 | 210 |
| GRAND JUNCTION | 20,800 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 556,300 | .70 | 37 |
| GREAT FALLS | 62,000 | .08 | 178 |
| GREEN BAY | 339,900 | .43 | 68 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 439,000 | .55 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 229,400 | .29 | 95 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 551,100 | .69 | 38 |
| GREENWOOD-GREENVILLE | 64,500 | .08 | 173 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 464,900 | .58 | 47 |
| HARRISONBURG | 39,100 | .05 | 193 |
| HARTFORD-NEW HAVEN | 775,200 | .97 | 22 |
| HELENA | 16,800 | .02 | 206 |
| HOUSTON | 1,291,200 | 1.62 | 11 |
| HUNTSVILLE-DECATUR-FLORENCE | 235,500 | .29 | 94 |
| IDAHO FALLS-POCATELLO | 103,600 | .13 | 156 |
| INDIANAPOLIS | 750,600 | .94 | 23 |
| JACKSON, MS | 248,300 | .31 | 87 |
| JACKSON, TN | 51,600 | .06 | 184 |
| JACKSONVILLE | 361,800 | .45 | 63 |
| JOHNSTOWN-ALTOONA | 268,500 | .34 | 80 |
| JONESBORO | 64,600 | .08 | 172 |
| JOPLIN-PITTSBURG | 156,900 | .20 | 122 |
| KANSAS CITY | 652,100 | .82 | 27 |
| KNOXVILLE | 402,900 | .51 | 57 |
| LA CROSSE-EAU CLAIRE | 150,800 | .19 | 129 |
| LAFAYETTE, IN | 47,300 | .06 | 189 |
| LAFAYETTE, LA | 178,200 | .22 | 112 |
| LAKE CHARLES | 94,500 | .12 | 160 |
| LANSING | 219,100 | .27 | 99 |
| LAREDO | 32,700 | .04 | 197 |
| LAS VEGAS | 190,700 | .24 | 109 |
| LAUREL-HATTIESBURG | 81,600 | .10 | 163 |
| LEXINGTON | 286,200 | .36 | 77 |
| LIMA | 37,000 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 241,100 | .30 | 91 |
| LITTLE ROCK | 428,600 | .54 | 54 |
| LOS ANGELES | 4,118,000 | 5.15 | 2 |
| LOUISVILLE | 504,200 | .63 | 43 |
| LUBBOCK | 147,900 | .19 | 133 |
| MACON | 140,400 | .18 | 139 |
| MADISON | 193,800 | .24 | 107 |
| MANKATO | 32,700 | .04 | 197 |
| MARQUETTE | 62,100 | .08 | 177 |
| MCALLEN-BROWNSVILLE (LRGV) | 168,800 | .21 | 116 |
| MEDFORD | 110,300 | .14 | 154 |
| MEMPHIS | 549,900 | .69 | 39 |
| MERIDIAN | 68,400 | .09 | 171 |
| MIAMI | 1,073,200 | 1.34 | 14 |
| MILWAUKEE | 649,700 | .81 | 28 |
| MINNEAPOLIS-ST. PAUL | 1,090,500 | 1.37 | 13 |
| MINOT-BISMARCK-DICKINSON | 134,800 | .17 | 140 |
| MISSOULA-BUTTE | 114,300 | .14 | 152 |
| MOBILE-PENSACOLA | 387,400 | .48 | 59 |
| MONROE-EL DORADO | 183,800 | .23 | 111 |
| MONTGOMERY | 159,800 | .20 | 119 |
| NASHVILLE | 626,300 | .78 | 30 |
| NEW ORLEANS | 570,800 | .71 | 35 |
| NEW YORK | 6,052,800 | 7.58 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 523,400 | .66 | 42 |
| NORTH PLATTE | 16,300 | .02 | 207 |
| ODESSA-MIDLAND | 127,300 | .16 | 145 |
| OKLAHOMA CITY | 517,900 | .65 | 43 |
| OMAHA | 315,100 | .39 | 72 |
| ORLANDO-DAYTONA BEACH | 582,800 | .73 | 33 |
| OTTUMWA-KIRKSVILLE | 28,100 | .04 | 200 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 317,100 | .40 | 71 |
| PALM SPRINGS | 47,900 | .06 | 188 |
| PANAMA CITY | 60,500 | .08 | 180 |
| PARKERSBURG | 35,200 | .04 | 195 |
| PEORIA | 200,700 | .25 | 101 |
| PHILADELPHIA | 2,394,500 | 3.00 | 4 |
| PHOENIX (FLAGSTAFF) | 743,900 | .93 | 26 |
| PITTSBURGH | 1,174,500 | 1.47 | 12 |
| PORTLAND, OR | 745,900 | .93 | 25 |
| PORTLAND-POLAND SPRING | 282,800 | .35 | 78 |
| PRESQUE ISLE | 30,000 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 528,200 | .66 | 41 |
| QUINCY-HANNIBAL | 111,800 | .14 | 153 |
| RALEIGH-DURHAM | 577,800 | .72 | 34 |
| RAPID CITY | 94,600 | .12 | 159 |
| RENO | 154,500 | .19 | 125 |
| RICHMOND (CHARLOTTESVILLE) | 426,800 | .53 | 55 |
| ROANOKE-LYNCHBURG | 359,600 | .45 | 64 |
| ROCHESTER, NY | 321,200 | .40 | 70 |
| ROCHESTER-MASON CITY-AUSTIN | 129,600 | .16 | 144 |
| ROCKFORD | 176,100 | .22 | 114 |
| ROSWELL | 51,600 | .06 | 184 |
| SACRAMENTO-STOCKTON | 795,900 | 1.00 | 21 |
| ST. JOSEPH | 45,000 | .06 | 191 |
| ST. LOUIS | 968,600 | 1.21 | 17 |
| SALINAS-MONTEREY | 193,800 | .24 | 107 |
| SALISBURY | 77,800 | .10 | 166 |
| SALT LAKE CITY | 541,000 | .68 | 40 |
| SAN ANGELO | 34,600 | .04 | 196 |
| SAN ANTONIO | 498,800 | .62 | 46 |
| SAN DIEGO | 748,600 | .94 | 24 |
| SAN FRANCISCO | 1,881,400 | 2.36 | 5 |
| SANTA BARBRA-SNTA MARIA-SN LUIS OBISPO | 177,700 | .22 | 113 |
| SAVANNAH | 198,600 | .25 | 102 |
| SEATTLE-TACOMA | 1,052,000 | 1.32 | 16 |
| SELMA | 15,800 | .02 | 208 |
| SHREVEPORT-TEXARKANA | 409,100 | .51 | 56 |
| SIOUX CITY | 141,100 | .18 | 138 |
| SIOUX FALLS-MITCHELL | 222,900 | .28 | 97 |
| SOUTH BEND-ELKHART | 264,800 | .33 | 82 |
| SPOKANE | 311,100 | .39 | 74 |
| SPRINGFIELD, MA | 222,200 | .28 | 98 |
| SPRINGFIELD, MO | 268,400 | .34 | 81 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 310,400 | .39 | 75 |
| SYRACUSE | 351,800 | .44 | 65 |
| TALLAHASSEE | 149,100 | .19 | 131 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 955,500 | 1.20 | 18 |
| TERRE HAUTE | 152,900 | .19 | 127 |
| TOLEDO | 385,800 | .48 | 60 |
| TOPEKA | 132,000 | .17 | 142 |
| TRAVERSE CITY-CADILLAC | 146,200 | .18 | 135 |
| TUCSON | 246,200 | .31 | 89 |
| TULSA | 392,900 | .49 | 58 |
| TUSCALOOSA | 50,300 | .06 | 187 |
| TWIN FALLS | 25,700 | .03 | 203 |
| TYLER | 92,600 | .12 | 162 |
| UTICA | 99,000 | .12 | 158 |
| VICTORIA | 24,200 | .03 | 204 |
| WACO-TEMPLE | 237,400 | .30 | 93 |
| WASHINGTON, DC | 1,442,800 | 1.81 | 8 |
| WATERTOWN-CARTHAGE | 76,800 | .10 | 167 |
| WAUSAU-RHINELANDER | 154,100 | .19 | 126 |
| WEST PALM BEACH | 332,800 | .42 | 69 |
| WHEELING-STEUBENVILLE | 148,400 | .19 | 132 |
| WICHITA-HUTCHINSON | 381,100 | .48 | 61 |
| WICHITA FALLS-LAWTON | 156,100 | .20 | 124 |
| WILKES BARRE-SCRANTON | 450,400 | .56 | 49 |
| WILMINGTON | 117,800 | .15 | 151 |
| YAKIMA | 162,900 | .20 | 118 |
| YOUNGSTOWN | 263,500 | .33 | 83 |
| ZANESVILLE | 27,800 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## MEN 18-49

US TOTAL 53,644,500

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 63,000 | .12 | 159 |
| ALBANY, GA | 81,900 | .15 | 146 |
| ALBANY-SCHENECTADY-TROY | 280,900 | .52 | 53 |
| ALBUQUERQUE | 246,000 | .46 | 63 |
| ALEXANDRIA, LA | 42,100 | .08 | 174 |
| ALEXANDRIA, MN | 46,900 | .09 | 169 |
| ALPENA | 7,200 | .01 | 209 |
| AMARILLO | 109,200 | .20 | 117 |
| ANNISTON | 39,600 | .06 | 190 |
| ARDMORE-ADA | 37,300 | .07 | 181 |
| ATLANTA | 766,500 | 1.43 | 12 |
| AUGUSTA | 137,300 | .26 | 104 |
| AUSTIN, TX | 187,900 | .35 | 77 |
| BAKERSFIELD | 83,500 | .16 | 144 |
| BALTIMORE | 569,500 | 1.06 | 19 |
| BANGOR | 72,400 | .13 | 134 |
| BATON ROUGE | 182,700 | .34 | 80 |
| BEAUMONT-PORT ARTHUR | 103,300 | .19 | 126 |
| BEND | 16,500 | .03 | 204 |
| BELLINGS-HARDIN | 50,000 | .09 | 166 |
| BILOXI-GULFPORT-PASCAGOULA | 43,900 | .08 | 171 |
| BINGHAMTON | 92,200 | .17 | 135 |
| BIRMINGHAM | 299,500 | .56 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 94,800 | .18 | 133 |
| BOISE | 104,000 | .19 | 125 |
| BOSTON | 1,232,500 | 2.30 | 6 |
| BOWLING GREEN | 36,200 | .07 | 183 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 174,400 | .33 | 83 |
| BUFFALO | 377,000 | .70 | 38 |
| BURLINGTON-PLATTSBURGH | 165,500 | .31 | 89 |
| CASPER-RIVERTON | 42,700 | .08 | 173 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 208,100 | .39 | 72 |
| CHARLESTON, SC | 146,600 | .27 | 99 |
| CHARLESTON-HUNTINGTON | 338,600 | .63 | 44 |
| CHARLOTTE | 416,000 | .78 | 32 |
| CHATTANOOGA | 186,600 | .35 | 78 |
| CHEYENNE | 31,200 | .06 | 189 |
| CHICAGO | 1,974,900 | 3.68 | 3 |
| CHICO-REDDING | 81,600 | .15 | 147 |
| CINCINNATI | 438,400 | .82 | 28 |
| CLARKSBURG-WESTON | 45,900 | .09 | 170 |
| CLEVELAND | 858,000 | 1.60 | 11 |
| COLORADO SPRINGS-PUEBLO | 139,400 | .26 | 102 |
| COLUMBIA, SC | 185,800 | .35 | 79 |
| COLUMBIA-JEFFERSON CITY | 95,900 | .18 | 131 |
| COLUMBUS, GA | 131,700 | .25 | 109 |
| COLUMBUS, OH | 393,600 | .73 | 35 |
| COLUMBUS-TUPELO | 87,800 | .16 | 141 |
| CORPUS CHRISTI | 104,800 | .20 | 122 |
| DALLAS-FT. WORTH | 922,500 | 1.72 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 203,300 | .38 | 74 |
| DAYTON | 295,500 | .55 | 50 |
| DENVER | 647,900 | 1.21 | 16 |
| DES MOINES | 222,300 | .41 | 67 |
| DETROIT | 1,098,300 | 2.05 | 7 |
| DOTHAN | 62,500 | .12 | 160 |
| DULUTH-SUPERIOR | 104,200 | .19 | 124 |
| EL CENTRO-YUMA | 41,200 | .08 | 177 |
| EL PASO | 149,500 | .28 | 98 |
| ELMIRA | 49,900 | .09 | 167 |
| ERIE | 81,500 | .15 | 148 |
| EUGENE | 107,800 | .20 | 118 |
| EUREKA | 36,200 | .07 | 183 |
| EVANSVILLE | 158,200 | .29 | 95 |
| FARGO | 126,900 | .24 | 110 |
| FARMINGTON | 20,500 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 295,300 | .55 | 51 |
| FLORENCE, SC | 85,900 | .16 | 143 |
| FT. MYERS-NAPLES | 74,300 | .14 | 152 |
| FT. SMITH | 82,100 | .15 | 145 |
| FT. WAYNE | 154,000 | .29 | 96 |
| FRESNO | 253,200 | .47 | 61 |
| GAINESVILLE | 57,400 | .11 | 163 |
| GLENDIVE | 4,200 | .01 | 210 |
| GRAND JUNCTION | 34,000 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 380,700 | .71 | 37 |
| GREAT FALLS | 41,100 | .08 | 178 |
| GREEN BAY | 220,700 | .41 | 68 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 296,700 | .55 | 49 |
| GREENVILLE-NEW BERN-WASHINGTON | 168,100 | .31 | 87 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 365,900 | .68 | 40 |
| GREENWOOD-GREENVILLE | 42,000 | .08 | 175 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 304,800 | .57 | 47 |
| HARRISONBURG | 26,900 | .05 | 193 |
| HARTFORD-NEW HAVEN | 507,800 | .95 | 24 |
| HELENA | 11,600 | .02 | 206 |
| HOUSTON | 977,100 | 1.82 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 159,900 | .30 | 94 |
| IDAHO FALLS-POCATELLO | 73,900 | .14 | 153 |
| INDIANAPOLIS | 514,400 | .96 | 22 |
| JACKSON, MS | 165,300 | .31 | 90 |
| JACKSON, TN | 32,600 | .06 | 188 |
| JACKSONVILLE | 246,600 | .46 | 62 |
| JOHNSTOWN-ALTOONA | 172,800 | .32 | 85 |
| JONESBORO | 39,500 | .07 | 179 |
| JOPLIN-PITTSBURG | 92,800 | .17 | 134 |
| KANSAS CITY | 441,000 | .82 | 27 |
| KNOXVILLE | 271,100 | .51 | 55 |
| LA CROSSE-EAU CLAIRE | 97,200 | .18 | 129 |
| LAFAYETTE, IN | 37,300 | .07 | 181 |
| LAFAYETTE, LA | 123,600 | .23 | 112 |
| LAKE CHARLES | 68,600 | .13 | 157 |
| LANSING | 161,400 | .30 | 93 |
| LAREDO | 22,800 | .04 | 197 |
| LAS VEGAS | 135,300 | .25 | 108 |
| LAUREL-HATTIESBURG | 54,200 | .10 | 164 |
| LEXINGTON | 196,900 | .37 | 79 |
| LIMA | 24,300 | .05 | 194 |
| LINCOLN-HASTINGS-KEARNEY | 153,400 | .29 | 97 |
| LITTLE ROCK | 273,300 | .51 | 54 |
| LOS ANGELES | 2,892,800 | 5.39 | 2 |
| LOUISVILLE | 347,100 | .65 | 43 |
| LUBBOCK | 102,800 | .19 | 127 |
| MACON | 96,300 | .18 | 130 |
| MADISON | 136,500 | .25 | 105 |
| MANKATO | 21,800 | .04 | 198 |
| MARQUETTE | 41,900 | .08 | 176 |
| MCALLEN-BROWNSVILLE (LRGV) | 113,300 | .21 | 115 |
| MEDFORD | 69,500 | .13 | 155 |
| MEMPHIS | 372,000 | .69 | 39 |
| MERIDIAN | 43,300 | .08 | 172 |
| MIAMI | 622,800 | 1.16 | 18 |
| MILWAUKEE | 436,100 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 799,500 | 1.49 | 13 |
| MINOT-BISMARCK-DICKINSON | 88,700 | .17 | 140 |
| MISSOULA-BUTTE | 78,900 | .15 | 151 |
| MOBILE-PENSACOLA | 279,900 | .50 | 56 |
| MONROE-EL DORADO | 117,200 | .22 | 114 |
| MONTGOMERY | 104,800 | .20 | 122 |
| NASHVILLE | 426,100 | .79 | 30 |
| NEW ORLEANS | 405,700 | .76 | 33 |
| NEW YORK | 3,894,600 | 7.26 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 380,800 | .71 | 36 |
| NORTH PLATTE | 10,400 | .02 | 207 |
| ODESSA-MIDLAND | 89,000 | .17 | 139 |
| OKLAHOMA CITY | 350,200 | .65 | 42 |
| OMAHA | 208,500 | .39 | 71 |
| ORLANDO-DAYTONA BEACH | 350,900 | .65 | 41 |
| OTTUMWA-KIRKSVILLE | 16,600 | .03 | 203 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 196,400 | .37 | 76 |
| PALM SPRINGS | 30,100 | .06 | 191 |
| PANAMA CITY | 38,600 | .07 | 180 |
| PARKERSBURG | 23,300 | .04 | 196 |
| PEORIA | 136,500 | .25 | 105 |
| PHILADELPHIA | 1,546,100 | 2.88 | 4 |
| PHOENIX (FLAGSTAFF) | 496,800 | .93 | 26 |
| PITTSBURGH | 725,600 | 1.35 | 15 |
| PORTLAND, OR | 510,400 | .95 | 23 |
| PORTLAND-POLAND SPRING | 182,600 | .34 | 81 |
| PRESQUE ISLE | 20,500 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 335,400 | .63 | 46 |
| QUINCY-HANNIBAL | 68,900 | .13 | 156 |
| RALEIGH-DURHAM | 420,400 | .78 | 31 |
| RAPID CITY | 66,100 | .12 | 158 |
| RENO | 107,200 | .20 | 119 |
| RICHMOND (CHARLOTTESVILLE) | 292,500 | .55 | 52 |
| ROANOKE-LYNCHBURG | 237,700 | .44 | 65 |
| ROCHESTER, NY | 217,000 | .40 | 69 |
| ROCHESTER-MASON CITY-AUSTIN | 80,500 | .15 | 149 |
| ROCKFORD | 118,400 | .22 | 113 |
| ROSWELL | 33,300 | .06 | 187 |
| SACRAMENTO-STOCKTON | 538,500 | 1.00 | 21 |
| ST. JOSEPH | 27,300 | .05 | 192 |
| ST. LOUIS | 631,300 | 1.18 | 17 |
| SALINAS-MONTEREY | 138,600 | .26 | 103 |
| SALISBURY | 48,300 | .09 | 168 |
| SALT LAKE CITY | 396,700 | .74 | 34 |
| SAN ANGELO | 23,400 | .04 | 195 |
| SAN ANTONIO | 338,500 | .63 | 45 |
| SAN DIEGO | 542,700 | 1.01 | 20 |
| SAN FRANCISCO | 1,312,500 | 2.45 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 123,800 | .23 | 111 |
| SAVANNAH | 141,500 | .26 | 101 |
| SEATTLE-TACOMA | 737,000 | 1.37 | 14 |
| SELMA | 10,200 | .02 | 208 |
| SHREVEPORT-TEXARKANA | 260,400 | .49 | 58 |
| SIOUX CITY | 86,500 | .16 | 142 |
| SIOUX FALLS-MITCHELL | 136,200 | .25 | 107 |
| SOUTH BEND-ELKHART | 174,600 | .33 | 82 |
| SPOKANE | 207,900 | .39 | 73 |
| SPRINGFIELD, MA | 144,600 | .27 | 100 |
| SPRINGFIELD, MO | 162,600 | .30 | 92 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 211,700 | .39 | 70 |
| SYRACUSE | 237,400 | .44 | 66 |
| TALLAHASSEE | 109,300 | .20 | 121 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 497,100 | .93 | 25 |
| TERRE HAUTE | 94,900 | .18 | 132 |
| TOLEDO | 258,700 | .48 | 59 |
| TOPEKA | 91,500 | .17 | 137 |
| TRAVERSE CITY-CADILLAC | 89,600 | .17 | 138 |
| TUCSON | 165,800 | .31 | 88 |
| TULSA | 257,900 | .48 | 60 |
| TUSCALOOSA | 36,000 | .07 | 185 |
| TWIN FALLS | 16,400 | .03 | 205 |
| TYLER | 59,500 | .11 | 162 |
| UTICA | 61,300 | .11 | 161 |
| VICTORIA | 17,300 | .03 | 202 |
| WACO-TEMPLE | 172,700 | .32 | 86 |
| WASHINGTON, DC | 1,040,600 | 1.94 | 8 |
| WATERTOWN-C ATHAGE | 50,800 | .09 | 165 |
| WAUSAU-RHINELANDER | 97,400 | .18 | 128 |
| WEST PALM BEACH | 173,400 | .32 | 84 |
| WHEELING-STEUBENVILLE | 91,800 | .17 | 136 |
| WICHITA-HUTCHINSON | 245,100 | .46 | 64 |
| WICHITA FALLS-LAWTON | 105,600 | .20 | 120 |
| WILKES BARRE-SCRANTON | 267,500 | .50 | 57 |
| WILMINGTON | 79,200 | .15 | 150 |
| YAKIMA | 110,700 | .21 | 116 |
| YOUNGSTOWN | 165,000 | .31 | 91 |
| ZANESVILLE | 18,000 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## MEN 18-34

US TOTAL 34,255,200

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 40,700 | .12 | 150 |
| ALBANY, GA | 52,000 | .15 | 148 |
| ALBANY-SCHENECTADY-TROY | 178,900 | .52 | 53 |
| ALBUCUERQUE | 159,100 | .46 | 61 |
| ALEXANDRIA, LA | 26,700 | .08 | 178 |
| ALEXANDRIA, MN | 29,400 | .09 | 171 |
| ALPENA | 4,400 | .01 | 209 |
| AMARILLO | 69,200 | .20 | 121 |
| ANNISTON | 20,800 | .06 | 188 |
| ARDMORE-ADA | 23,200 | .07 | 185 |
| ATLANTA | 476,600 | 1.39 | 13 |
| AUGUSTA | 89,600 | .26 | 106 |
| AUSTIN, TX | 134,100 | .39 | 73 |
| BAKERSFIELD | 54,400 | .16 | 144 |
| BALTIMORE | 355,700 | 1.04 | 20 |
| BANGOR | 46,500 | .14 | 154 |
| BATON ROUGE | 124,100 | .36 | 80 |
| BEAUPONT-PORT ARTHUR | 64,400 | .19 | 130 |
| BEND | 10,400 | .03 | 204 |
| BILLINGS-HARDIN | 31,600 | .09 | 166 |
| BILOXI-GULFPORT-PASCAGOULA | 29,700 | .09 | 169 |
| BINGHAMTON | 57,400 | .17 | 138 |
| BIRMINGHAM | 188,400 | .55 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 61,500 | .18 | 132 |
| BOISE | 66,900 | .20 | 124 |
| BOSTON | 791,900 | 2.31 | 6 |
| BOWLING GREEN | 23,500 | .07 | 184 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 105,300 | .31 | 91 |
| BUFFALO | 238,700 | .70 | 39 |
| BURLINGTON-PLATTSBURGH | 109,300 | .32 | 88 |
| CASPER-RIVERTON | 28,300 | .08 | 175 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 138,400 | .40 | 71 |
| CHARLESTON, SC | 100,600 | .29 | 95 |
| CHARLESTON-HUNTINGTON | 214,200 | .63 | 45 |
| CHARLOTTE | 256,700 | .75 | 35 |
| CHATTANOOGA | 113,700 | .33 | 84 |
| CHEYENNE | 20,200 | .06 | 190 |
| CHICAGO | 1,249,300 | 3.65 | 3 |
| CHICO-REDDING | 52,400 | .15 | 146 |
| CINCINNATI | 279,600 | .82 | 28 |
| CLARKSBURG-WESTON | 29,500 | .09 | 170 |
| CLEVELAND | 539,400 | 1.57 | 11 |
| COLORADO SPRINGS-PUEBLO | 93,100 | .27 | 104 |
| COLUMBIA, SC | 125,200 | .37 | 79 |
| COLUMBIA-JEFFERSON CITY | 65,700 | .19 | 127 |
| COLUMBUS, GA | 91,900 | .27 | 105 |
| COLUMBUS, OH | 255,500 | .75 | 36 |
| COLUMBUS-TUPELO | 56,800 | .17 | 139 |
| CORPUS CHRISTI | 68,400 | .20 | 122 |
| DALLAS-FT. WORTH | 582,600 | 1.70 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 127,900 | .37 | 77 |
| DAYTON | 182,700 | .53 | 51 |
| DENVER | 429,500 | 1.25 | 16 |
| DES MOINES | 144,700 | .42 | 67 |
| DETROIT | 699,800 | 2.04 | 7 |
| DOTHAN | 39,600 | .12 | 161 |
| DULUTH-SUPERIOR | 67,400 | .20 | 123 |
| EL CENTRO-YUMA | 26,800 | .08 | 177 |
| EL PASO | 100,300 | .29 | 96 |
| ELMIRA | 31,100 | .09 | 167 |
| ERIE | 52,900 | .15 | 145 |
| EUGENE | 71,000 | .21 | 119 |
| EUREKA | 24,400 | .07 | 181 |
| EVANSVILLE | 100,000 | .29 | 97 |
| FARGO | 86,800 | .25 | 109 |
| FARMINGTON | 13,500 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 186,700 | .55 | 49 |
| FLORENCE, SC | 54,700 | .16 | 143 |
| FT. MYERS-NAPLES | 45,000 | .13 | 155 |
| FT. SMITH | 52,400 | .15 | 146 |
| FT. WAYNE | 98,100 | .29 | 99 |
| FRESNO | 166,100 | .48 | 59 |
| GAINESVILLE | 43,400 | .13 | 158 |
| GLENDIVE | 2,700 | .01 | 210 |
| GRAND JUNCTION | 21,600 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 249,200 | .73 | 37 |
| GREAT FALLS | 26,100 | .08 | 179 |
| GREEN BAY | 141,400 | .41 | 69 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 181,000 | .53 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 120,100 | .35 | 81 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 224,900 | .66 | 41 |
| GREENWOOD-GREENVILLE | 28,400 | .08 | 174 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 190,400 | .56 | 47 |
| HARRISONBURG | 18,000 | .05 | 192 |
| HARTFORD-NEW HAVEN | 320,100 | .93 | 25 |
| HELENA | 7,500 | .02 | 206 |
| HOUSTON | 635,300 | 1.85 | 8 |
| HUNTSVILLE-DECATUR-FLORENCE | 97,000 | .28 | 100 |
| IDAHO FALLS-POCATELLO | 48,400 | .14 | 152 |
| INDIANAPOLIS | 325,000 | .95 | 23 |
| JACKSON, MS | 107,500 | .31 | 89 |
| JACKSON, TN | 20,400 | .06 | 189 |
| JACKSONVILLE | 156,400 | .46 | 65 |
| JOHNSTOWN-ALTOONA | 114,300 | .33 | 82 |
| JONESBORO | 24,200 | .07 | 182 |
| JOPLIN-PITTSBURG | 57,700 | .17 | 136 |
| KANSAS CITY | 278,500 | .81 | 29 |
| KNOXVILLE | 169,300 | .49 | 56 |
| LA CROSSE-EAU CLAIRE | 64,800 | .19 | 128 |
| LAFAYETTE, IN | 28,900 | .08 | 173 |
| LAFAYETTE, LA | 81,500 | .24 | 112 |
| LAKE CHARLES | 46,900 | .14 | 153 |
| LANSING | 110,000 | .32 | 87 |
| LAREDO | 15,100 | .04 | 197 |
| LAS VEGAS | 82,700 | .24 | 111 |
| LAUREL-HATTIESBURG | 35,500 | .10 | 164 |
| LEXINGTON | 128,400 | .37 | 76 |
| LIMA | 19,600 | .05 | 195 |
| LINCOLN-HASTINGS-KEARNEY | 102,000 | .30 | 94 |
| LITTLE ROCK | 171,300 | .50 | 55 |
| LOS ANGELES | 1,850,800 | 5.40 | 2 |
| LOUISVILLE | 223,700 | .65 | 42 |
| LUBBOCK | 70,000 | .20 | 120 |
| MACON | 60,700 | .18 | 134 |
| MADISON | 93,700 | .27 | 103 |
| MANKATO | 15,300 | .04 | 196 |
| MARQUETTE | 29,400 | .09 | 171 |
| MCALLEN-BROWNSVILLE (LRGV) | 73,200 | .21 | 114 |
| MEDFORD | 42,700 | .12 | 159 |
| MEMPHIS | 242,400 | .71 | 38 |
| MERIDIAN | 27,900 | .08 | 176 |
| MIAMI | 374,200 | 1.09 | 19 |
| MILWAUKEE | 278,300 | .81 | 30 |
| MINNEAPOLIS-ST. PAUL | 493,000 | 1.44 | 12 |
| MINOT-BISMARCK-DICKINSON | 58,400 | .17 | 135 |
| MISSOULA-BUTTE | 52,000 | .15 | 148 |
| MOBILE-PENSACOLA | 172,800 | .50 | 54 |
| MONROE-EL DORADO | 76,000 | .22 | 113 |
| MONTGOMERY | 66,800 | .20 | 126 |
| NASHVILLE | 268,800 | .78 | 32 |
| NEW ORLEANS | 264,000 | .77 | 33 |
| NEW YORK | 2,341,500 | 6.84 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 257,400 | .75 | 34 |
| NORTH PLATTE | 6,400 | .02 | 208 |
| ODESSA-MIDLAND | 58,800 | .17 | 139 |
| OKLAHOMA CITY | 227,100 | .66 | 40 |
| OMAHA | 131,800 | .38 | 74 |
| ORLANDO-DAYTONA BEACH | 219,100 | .64 | 44 |
| OTTUMWA-KIRKSVILLE | 11,100 | .03 | 202 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 125,900 | .37 | 78 |
| PALM SPRINGS | 19,200 | .06 | 191 |
| PANAMA CITY | 23,600 | .07 | 183 |
| PARKERSBURG | 14,100 | .04 | 198 |
| PEORIA | 89,200 | .26 | 108 |
| PHILADELPHIA | 971,800 | 2.84 | 4 |
| PHOENIX (FLAGSTAFF) | 321,300 | .94 | 24 |
| PITTSBURGH | 463,400 | 1.35 | 15 |
| PORTLAND, OR | 328,600 | .96 | 22 |
| PORTLAND-POLAND SPRING | 114,300 | .33 | 82 |
| PRESQUE ISLE | 13,400 | .04 | 200 |
| PROVIDENCE-NEW BEDFORD | 214,200 | .63 | 45 |
| QUINCY-HANNIBAL | 44,600 | .13 | 157 |
| RALEIGH-DURHAM | 283,200 | .83 | 27 |
| RAPID CITY | 44,900 | .13 | 156 |
| RENO | 66,900 | .20 | 124 |
| RICHMOND (CHARLOTTESVILLE) | 186,500 | .54 | 50 |
| ROANOKE-LYNCHBURG | 149,000 | .43 | 66 |
| ROCHESTER, NY | 138,500 | .40 | 70 |
| ROCHESTER-MASON CITY-AUSTIN | 50,100 | .15 | 150 |
| ROCKFORD | 72,900 | .21 | 115 |
| ROSWELL | 21,000 | .06 | 187 |
| SACRAMENTO-STOCKTON | 346,000 | 1.01 | 21 |
| ST. JOSEPH | 17,900 | .05 | 193 |
| ST. LOUIS | 391,900 | 1.14 | 17 |
| SALINAS-MONTEREY | 96,900 | .28 | 101 |
| SALISBURY | 30,000 | .09 | 168 |
| SALT LAKE CITY | 270,300 | .79 | 31 |
| SAN ANGELO | 15,700 | .05 | 194 |
| SAN ANTONIO | 219,600 | .64 | 43 |
| SAN DIEGO | 382,500 | 1.12 | 18 |
| SAN FRANCISCO | 823,900 | 2.41 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 86,300 | .25 | 110 |
| SAVANNAH | 98,400 | .29 | 98 |
| SEATTLE-TACOMA | 476,600 | 1.39 | 13 |
| SELMA | 6,600 | .02 | 207 |
| SHREVEPORT-TEXARKANA | 166,800 | .48 | 60 |
| SIOUX CITY | 36,300 | .16 | 141 |
| SIOUX FALLS-MITCHELL | 89,300 | .26 | 107 |
| SOUTH BEND-ELKHART | 110,700 | .32 | 86 |
| SPOKANE | 134,700 | .39 | 72 |
| SPRINGFIELD, MA | 96,000 | .28 | 102 |
| SPRINGFIELD, MO | 104,000 | .30 | 92 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 142,300 | .42 | 68 |
| SYRACUSE | 157,100 | .46 | 64 |
| TALLAHASSEE | 71,600 | .21 | 117 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 307,000 | .90 | 26 |
| TERRE HAUTE | 61,100 | .18 | 133 |
| TOLEDO | 168,900 | .49 | 57 |
| TOPEKA | 64,900 | .19 | 128 |
| TRAVERSE CITY-CADILLAC | 55,700 | .16 | 142 |
| TUCSON | 110,800 | .32 | 85 |
| TULSA | 158,700 | .46 | 63 |
| TUSCALOOSA | 25,000 | .07 | 180 |
| TWIN FALLS | 10,300 | .03 | 205 |
| TYLER | 37,600 | .11 | 163 |
| UTICA | 38,900 | .11 | 162 |
| VICTORIA | 11,100 | .03 | 202 |
| WACO-TEMPLE | 128,600 | .38 | 75 |
| WASHINGTON, DC | 634,200 | 1.85 | 9 |
| WATERTOWN-CARTHAGE | 33,400 | .10 | 165 |
| WAUSAU-RHINELANDER | 61,900 | .18 | 131 |
| WEST PALM BEACH | 106,600 | .31 | 90 |
| WHEELING-STEUBENVILLE | 57,500 | .17 | 137 |
| WICHITA-HUTCHINSON | 158,800 | .46 | 62 |
| WICHITA FALLS-LAWTON | 71,900 | .21 | 116 |
| WILKES BARRE-SCRANTON | 166,200 | .49 | 58 |
| WILMINGTON | 49,700 | .15 | 151 |
| YAKIMA | 71,200 | .21 | 118 |
| YOUNGSTOWN | 103,400 | .30 | 93 |
| ZANESVILLE | 11,200 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## MEN 25-49

US TOTAL 38,745,900

| ADI Market Name | Population In TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 43,300 | .11 | 161 |
| ALBANY, GA | 59,500 | .15 | 144 |
| ALBANY-SCHENECTADY-TROY | 202,700 | .52 | 53 |
| ALBUQUERQUE | 178,500 | .46 | 63 |
| ALEXANDRIA, LA | 29,800 | .08 | 173 |
| ALEXANDRIA, MN | 33,100 | .09 | 169 |
| ALPENA | 2,100 | .01 | 209 |
| AMARILLO | 79,000 | .20 | 119 |
| ANNISTON | 19,800 | .05 | 190 |
| ARDMORE-ADA | 26,900 | .07 | 180 |
| ATLANTA | 573,300 | 1.48 | 12 |
| AUGUSTA | 98,400 | .25 | 101 |
| AUSTIN, TX | 125,000 | .32 | 84 |
| BAKERSFIELD | 60,200 | .16 | 143 |
| BALTIMORE | 418,800 | 1.08 | 19 |
| BANGOR | 51,200 | .13 | 155 |
| BATON ROUGE | 126,000 | .33 | 83 |
| BEAUMONT-PORT ARTHUR | 73,200 | .19 | 122 |
| BEND | 12,900 | .03 | 201 |
| BILLINGS-HARDIN | 37,300 | .10 | 163 |
| BILOXI-GULFPORT-PASCAGOULA | 28,500 | .07 | 175 |
| BINGHAMTON | 66,100 | .17 | 136 |
| BIRMINGHAM | 220,100 | .57 | 49 |
| BLUEFIELD-BECKLEY-OAK HILL | 69,500 | .18 | 127 |
| BOISE | 76,500 | .20 | 120 |
| BOSTON | 889,900 | 2.30 | 6 |
| BOWLING GREEN | 24,600 | .06 | 184 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 130,900 | .34 | 79 |
| BUFFALO | 269,000 | .69 | 36 |
| BURLINGTON-PLATTSBURGH | 115,200 | .30 | 90 |
| CASPER-RIVERTON | 31,300 | .08 | 171 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 143,900 | .37 | 73 |
| CHARLESTON, SC | 97,800 | .25 | 100 |
| CHARLESTON-HUNTINGTON | 246,600 | .64 | 44 |
| CHARLOTTE | 308,500 | .80 | 30 |
| CHATTANOOGA | 139,100 | .36 | 79 |
| CHEYENNE | 22,400 | .06 | 188 |
| CHICAGO | 1,443,000 | 3.72 | 3 |
| CHICO-REDDING | 59,300 | .15 | 145 |
| CINCINNATI | 315,800 | .82 | 28 |
| CLARKSBURG-WESTON | 32,800 | .08 | 170 |
| CLEVELAND | 627,500 | 1.62 | 11 |
| COLORADO SPRINGS-PUEBLO | 95,800 | .25 | 104 |
| COLUMBIA, SC | 128,000 | .33 | 81 |
| COLUMBIA-JEFFERSON CITY | 64,100 | .17 | 138 |
| COLUMBUS, GA | 82,900 | .21 | 112 |
| COLUMBUS, OH | 280,400 | .72 | 34 |
| COLUMBUS-TUPELO | 60,700 | .16 | 142 |
| CORPUS CHRISTI | 74,900 | .19 | 123 |
| DALLAS-FT. WORTH | 681,500 | 1.76 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 149,500 | .39 | 72 |
| DAYTON | 217,300 | .56 | 50 |
| DENVER | 475,800 | 1.23 | 16 |
| DES MOINES | 156,600 | .40 | 68 |
| DETROIT | 800,600 | 2.07 | 7 |
| DOTHAN | 44,900 | .12 | 158 |
| DULUTH-SUPERIOR | 75,300 | .19 | 121 |
| EL CENTRO-YUMA | 28,300 | .07 | 177 |
| EL PASO | 100,700 | .26 | 98 |
| ELMIRA | 36,100 | .09 | 165 |
| ERIE | 57,600 | .15 | 150 |
| EUGENE | 79,400 | .20 | 118 |
| EUREKA | 25,900 | .07 | 181 |
| EVANSVILLE | 114,700 | .30 | 91 |
| FARGO | 85,000 | .22 | 111 |
| FARMINGTON | 14,600 | .04 | 198 |
| FLINT-SAGINAW-BAY CITY | 211,300 | .55 | 52 |
| FLORENCE, SC | 62,500 | .16 | 140 |
| FT. MYERS-NAPLES | 55,700 | .14 | 152 |
| FT. SMITH | 57,800 | .15 | 149 |
| FT. WAYNE | 112,400 | .29 | 92 |
| FRESNO | 180,400 | .47 | 61 |
| GAINESVILLE | 33,800 | .09 | 167 |
| GLENDIVE | 3,000 | .01 | 210 |
| GRAND JUNCTION | 25,600 | .07 | 183 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 267,000 | .69 | 38 |
| GREAT FALLS | 29,300 | .08 | 174 |
| GREEN BAY | 159,200 | .41 | 67 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 221,000 | .57 | 48 |
| GREENVILLE-NEW BERN-WASHINGTON | 100,900 | .26 | 96 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 268,600 | .69 | 37 |
| GREENWOOD-GREENVILLE | 28,300 | .07 | 177 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 224,300 | .58 | 47 |
| HARRISONBURG | 17,600 | .05 | 193 |
| HARTFORD-NEW HAVEN | 369,400 | .95 | 23 |
| HELENA | 8,700 | .02 | 206 |
| HOUSTON | 726,900 | 1.88 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 116,800 | .30 | 88 |
| IDAHO FALLS-POCATELLO | 52,800 | .14 | 154 |
| INDIANAPOLIS | 371,100 | .96 | 22 |
| JACKSON, MS | 117,200 | .30 | 86 |
| JACKSON, TN | 24,000 | .06 | 185 |
| JACKSONVILLE | 180,000 | .46 | 62 |
| JOHNSTOWN-ALTOONA | 116,800 | .30 | 88 |
| JONESBORO | 28,400 | .07 | 176 |
| JOPLIN-PITTSBURG | 66,900 | .17 | 132 |
| KANSAS CITY | 320,400 | .83 | 27 |
| KNOXVILLE | 198,300 | .51 | 55 |
| LA CROSSE-EAU CLAIRE | 66,800 | .17 | 133 |
| LAFAYETTE, IN | 18,900 | .05 | 191 |
| LAFAYETTE, LA | 85,700 | .22 | 110 |
| LAKE CHARLES | 44,800 | .12 | 159 |
| LANSING | 109,800 | .28 | 94 |
| LAREDO | 15,900 | .04 | 197 |
| LAS VEGAS | 100,800 | .26 | 97 |
| LAUREL-HATTIESBURG | 37,300 | .10 | 163 |
| LEXINGTON | 138,700 | .36 | 76 |
| LIMA | 17,600 | .05 | 193 |
| LINCOLN-HASTINGS-KEARNEY | 106,600 | .28 | 95 |
| LITTLE ROCK | 199,400 | .51 | 54 |
| LOS ANGELES | 2,110,200 | 5.45 | 2 |
| LOUISVILLE | 249,200 | .64 | 42 |
| LUBBOCK | 67,300 | .17 | 131 |
| MACON | 69,200 | .18 | 128 |
| MADISON | 94,400 | .24 | 107 |
| MANKATO | 14,000 | .04 | 200 |
| MARQUETTE | 25,700 | .07 | 182 |
| MCALLEN-BROWNSVILLE (LRGV) | 80,800 | .21 | 116 |
| MEDFORD | 53,400 | .14 | 153 |
| MEMPHIS | 262,700 | .68 | 39 |
| MERIDIAN | 30,400 | .08 | 172 |
| MIAMI | 468,500 | 1.21 | 17 |
| MILWAUKEE | 315,600 | .81 | 29 |
| MINNEAPOLIS-ST. PAUL | 547,900 | 1.41 | 13 |
| MINOT-BISMARCK-DICKINSON | 63,200 | .16 | 139 |
| MISSOULA-BUTTE | 56,300 | .15 | 151 |
| MOBILE-PENSACOLA | 193,000 | .50 | 57 |
| MONROE-EL DORADO | 80,500 | .21 | 117 |
| MONTGOMERY | 74,100 | .19 | 124 |
| NASHVILLE | 304,000 | .78 | 31 |
| NEW ORLEANS | 292,500 | .75 | 32 |
| NEW YORK | 2,931,700 | 7.57 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 251,100 | .65 | 40 |
| NORTH PLATTE | 7,600 | .02 | 207 |
| ODESSA-MIDLAND | 64,500 | .17 | 137 |
| OKLAHOMA CITY | 246,800 | .64 | 43 |
| OMAHA | 152,300 | .39 | 70 |
| ORLANDO-DAYTONA BEACH | 250,500 | .65 | 41 |
| OTTUMWA-KIRKSVILLE | 10,800 | .03 | 205 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 137,100 | .35 | 77 |
| PALM SPRINGS | 22,100 | .06 | 189 |
| PANAMA CITY | 27,800 | .07 | 179 |
| PARKERSBURG | 17,500 | .05 | 195 |
| PEORIA | 96,200 | .25 | 102 |
| PHILADELPHIA | 1,118,200 | 2.89 | 4 |
| PHOENIX (FLAGSTAFF) | 356,500 | .92 | 25 |
| PITTSBURGH | 520,400 | 1.34 | 15 |
| PORTLAND, OR | 383,100 | .99 | 21 |
| PORTLAND-POLAND SPRING | 136,100 | .35 | 78 |
| PRESQUE ISLE | 14,300 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 240,600 | .62 | 45 |
| QUINCY-HANNIBAL | 47,800 | .12 | 156 |
| RALEIGH-DURHAM | 285,000 | .74 | 33 |
| RAPID CITY | 46,700 | .12 | 157 |
| RENO | 81,300 | .21 | 114 |
| RICHMOND (CHARLOTTESVILLE) | 213,000 | .55 | 51 |
| ROANOKE-LYNCHBURG | 169,800 | .44 | 65 |
| ROCHESTER, NY | 156,000 | .40 | 69 |
| ROCHESTER-MASON CITY-AUSTIN | 59,300 | .15 | 145 |
| ROCKFORD | 87,800 | .23 | 109 |
| ROSWELL | 23,900 | .06 | 186 |
| SACRAMENTO-STOCKTON | 393,600 | 1.02 | 20 |
| ST. JOSEPH | 18,800 | .05 | 192 |
| ST. LOUIS | 463,500 | 1.20 | 18 |
| SALINAS-MONTEREY | 96,000 | .25 | 103 |
| SALISBURY | 35,300 | .09 | 166 |
| SALT LAKE CITY | 276,600 | .71 | 35 |
| SAN ANGELO | 16,000 | .04 | 196 |
| SAN ANTONIO | 238,400 | .62 | 46 |
| SAN DIEGO | 353,900 | .91 | 26 |
| SAN FRANCISCO | 991,900 | 2.56 | 5 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 82,900 | .21 | 112 |
| SAVANNAH | 92,200 | .24 | 108 |
| SEATTLE-TACOMA | 539,100 | 1.39 | 14 |
| SELMA | 7,100 | .02 | 208 |
| SHREVEPORT-TEXARKANA | 187,100 | .48 | 59 |
| SIOUX CITY | 61,100 | .16 | 141 |
| SIOUX FALLS-MITCHELL | 99,100 | .25 | 106 |
| SOUTH BEND-ELKHART | 127,000 | .33 | 82 |
| SPOKANE | 149,700 | .39 | 71 |
| SPRINGFIELD, MA | 99,700 | .26 | 99 |
| SPRINGFIELD, MO | 111,500 | .29 | 93 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 142,400 | .37 | 74 |
| SYRACUSE | 161,800 | .42 | 66 |
| TALLAHASSEE | 71,800 | .19 | 125 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 367,200 | .95 | 24 |
| TERRE HAUTE | 66,800 | .17 | 133 |
| TOLEDO | 183,100 | .47 | 60 |
| TOPEKA | 58,200 | .15 | 148 |
| TRAVERSE CITY-CADILLAC | 66,700 | .17 | 135 |
| TUCSON | 117,200 | .30 | 86 |
| TULSA | 191,800 | .50 | 58 |
| TUSCALOOSA | 22,700 | .06 | 187 |
| TWIN FALLS | 12,000 | .03 | 204 |
| TYLER | 44,100 | .11 | 160 |
| UTICA | 42,900 | .11 | 162 |
| VICTORIA | 12,600 | .03 | 203 |
| WACO-TEMPLE | 95,200 | .25 | 105 |
| WASHINGTON, DC | 789,600 | 2.04 | 8 |
| WATERTOWN-CARTHAGE | 33,400 | .09 | 168 |
| WAUSAU-RHINELANDER | 69,600 | .18 | 126 |
| WEST PALM BEACH | 129,600 | .33 | 80 |
| WHEELING-STEUBENVILLE | 67,900 | .18 | 130 |
| WICHITA-HUTCHINSON | 175,800 | .45 | 64 |
| WICHITA FALLS-LAWTON | 68,400 | .18 | 129 |
| WILKES BARRE-SCRANTON | 195,100 | .50 | 56 |
| WILMINGTON | 58,400 | .15 | 147 |
| YAKIMA | 81,100 | .21 | 115 |
| YOUNGSTOWN | 120,600 | .31 | 85 |
| ZANESVILLE | 12,900 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## MEN 25-54

US TOTAL 44,065,100

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 50,200 | .11 | 160 |
| ALBANY, GA | 67,200 | .15 | 146 |
| ALBANY-SCHENECTADY-TROY | 233,800 | .53 | 53 |
| ALBUQUERQUE | 200,200 | .45 | 64 |
| ALEXANDRIA, LA | 34,400 | .08 | 173 |
| ALEXANDRIA, MN | 38,600 | .09 | 168 |
| ALPENA | 6,000 | .01 | 209 |
| AMARILLO | 90,400 | .21 | 118 |
| ANNISTON | 22,500 | .05 | 190 |
| ARDMORE-ADA | 31,300 | .07 | 180 |
| ATLANTA | 640,300 | 1.45 | 12 |
| AUGUSTA | 109,000 | .25 | 102 |
| AUSTIN, TX | 138,600 | .31 | 85 |
| BAKERSFIELD | 68,100 | .15 | 143 |
| BALTIMORE | 477,600 | 1.08 | 19 |
| BANGOR | 58,500 | .13 | 155 |
| BATON ROUGE | 140,600 | .32 | 83 |
| BEAUMONT-PORT ARTHUR | 86,500 | .20 | 121 |
| BEND | 14,200 | .03 | 202 |
| BILLINGS-HARDIN | 42,300 | .10 | 164 |
| BILOXI-GULFPORT-PASCAGOULA | 32,100 | .07 | 177 |
| BINGHAMTON | 76,700 | .17 | 134 |
| BIRMINGHAM | 250,900 | .57 | 49 |
| BLUEFIELD-BECKLEY-OAK HILL | 79,500 | .18 | 127 |
| BOISE | 85,300 | .19 | 122 |
| BOSTON | 1,015,300 | 2.30 | 6 |
| BOWLING GREEN | 28,200 | .06 | 184 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 149,400 | .34 | 79 |
| BUFFALO | 313,600 | .71 | 35 |
| BURLINGTON-PLATTSBURGH | 130,200 | .30 | 91 |
| CASPER-RIVERTON | 34,900 | .08 | 171 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 163,100 | .37 | 73 |
| CHARLESTON, SC | 108,400 | .25 | 103 |
| CHARLESTON-HUNTINGTON | 281,800 | .64 | 43 |
| CHARLOTTE | 350,700 | .80 | 30 |
| CHATTANOOGA | 157,800 | .36 | 75 |
| CHEYENNE | 25,500 | .06 | 188 |
| CHICAGO | 1,645,400 | 3.73 | 3 |
| CHICO-REDDING | 67,500 | .15 | 145 |
| CINCINNATI | 360,900 | .82 | 28 |
| CLARKSBURG-WESTON | 37,800 | .09 | 169 |
| CLEVELAND | 724,000 | 1.64 | 11 |
| COLORADO SPRINGS-PUEBLO | 107,900 | .24 | 104 |
| COLUMBIA, SC | 143,100 | .32 | 82 |
| COLUMBIA-JEFFERSON CITY | 73,500 | .16 | 138 |
| COLUMBUS, GA | 94,400 | .21 | 112 |
| COLUMBUS, OH | 318,200 | .72 | 34 |
| COLUMBUS-TUPELO | 69,300 | .16 | 142 |
| CORPUS CHRISTI | 84,400 | .19 | 124 |
| DALLAS-FT. WORTH | 766,800 | 1.74 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 170,400 | .39 | 72 |
| DAYTON | 249,400 | .57 | 50 |
| DENVER | 525,300 | 1.19 | 18 |
| DES MOINES | 178,500 | .41 | 68 |
| DETROIT | 914,600 | 2.08 | 7 |
| DOTHAN | 51,300 | .12 | 158 |
| DULUTH-SUPERIOR | 86,600 | .20 | 120 |
| EL CENTRO-YUMA | 32,400 | .07 | 176 |
| EL PASO | 113,500 | .26 | 99 |
| ELMIRA | 41,700 | .09 | 165 |
| ERIE | 66,500 | .15 | 147 |
| EUGENE | 88,700 | .20 | 119 |
| EUREKA | 29,000 | .07 | 182 |
| EVANSVILLE | 131,000 | .30 | 90 |
| FARGO | 96,600 | .22 | 111 |
| FARMINGTON | 16,200 | .04 | 199 |
| FLINT-SAGINAW-BAY CITY | 242,100 | .55 | 51 |
| FLORENCE, SC | 70,500 | .16 | 141 |
| FT. MYERS-NAPLES | 65,400 | .15 | 150 |
| FT. SMITH | 65,500 | .15 | 149 |
| FT. WAYNE | 127,600 | .29 | 93 |
| FRESNO | 203,600 | .46 | 62 |
| GAINESVILLE | 37,500 | .09 | 170 |
| GLENDIVE | 3,300 | .01 | 210 |
| GRAND JUNCTION | 28,900 | .07 | 183 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 304,000 | .69 | 38 |
| GREAT FALLS | 33,500 | .08 | 174 |
| GREEN BAY | 181,500 | .41 | 67 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 252,000 | .57 | 48 |
| GREENVILLE-NEW BERN-WASHINGTON | 113,600 | .26 | 98 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 305,[illegible] | .69 | 37 |
| GREENWOOD-GREENVILLE | 32,[illegible] | .07 | 177 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 257,[illegible] | .59 | 47 |
| HARRISONBURG | 20,[illegible] | .05 | 194 |
| HARTFORD-NEW HAVEN | 423,[illegible] | .96 | 23 |
| HELENA | 9,800 | .02 | 206 |
| HOUSTON | 806,200 | 1.83 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 133,400 | .30 | 88 |
| IDAHO FALLS-POCATELLO | 58,700 | .13 | 154 |
| INDIANAPOLIS | 422,900 | .96 | 24 |
| JACKSON, MS | 133,600 | .30 | 87 |
| JACKSON, TN | 27,400 | .06 | 185 |
| JACKSONVILLE | 204,200 | .46 | 61 |
| JOHNSTOWN-ALTOONA | 135,300 | .31 | 86 |
| JONESBORO | 32,700 | .07 | 175 |
| JOPLIN-PITTSBURG | 77,700 | .18 | 131 |
| KANSAS CITY | 368,800 | .82 | 27 |
| KNOXVILLE | 225,000 | .51 | 56 |
| LA CROSSE-EAU CLAIRE | 75,200 | .17 | 136 |
| LAFAYETTE, IN | 20,900 | .05 | 192 |
| LAFAYETTE, LA | 98,000 | .22 | 110 |
| LAKE CHARLES | 50,900 | .12 | 159 |
| LANSING | 123,300 | .28 | 94 |
| LAREDO | 17,900 | .04 | 197 |
| LAS VEGAS | 113,700 | .26 | 97 |
| LAUREL-HATTIESBURG | 42,600 | .10 | 163 |
| LEXINGTON | 156,500 | .36 | 77 |
| LIMA | 20,200 | .05 | 193 |
| LINCOLN-HASTINGS-KEARNEY | 121,800 | .28 | 95 |
| LITTLE ROCK | 226,600 | .51 | 55 |
| LOS ANGELES | 2,379,300 | 5.40 | 2 |
| LOUISVILLE | 282,300 | .64 | 41 |
| LUBBOCK | 76,800 | .17 | 132 |
| MACON | 79,100 | .18 | 128 |
| MADISON | 109,600 | .24 | 107 |
| MANKATO | 16,000 | .04 | 200 |
| MARQUETTE | 29,300 | .07 | 181 |
| MCALLEN-BROWNSVILLE (LRGV) | 90,700 | .21 | 117 |
| MEDFORD | 60,800 | .14 | 133 |
| MEMPHIS | 296,400 | .67 | 39 |
| MERIDIAN | 34,800 | .08 | 172 |
| MIAMI | 542,200 | 1.23 | 16 |
| MILWAUKEE | 359,900 | .82 | 29 |
| MINNEAPOLIS-ST. PAUL | 614,100 | 1.39 | 13 |
| MINOT-BISMARCK-DICKINSON | 71,800 | .16 | 139 |
| MISSOULA-BUTTE | 62,900 | .14 | 152 |
| MOBILE-PENSACOLA | 218,400 | .50 | 57 |
| MONROE-EL DORADO | 92,800 | .21 | 113 |
| MONTGOMERY | 84,700 | .19 | 123 |
| NASHVILLE | 344,000 | .78 | 31 |
| NEW ORLEANS | 328,600 | .75 | 32 |
| NEW YORK | 3,384,000 | 7.68 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 281,900 | .64 | 42 |
| NORTH PLATTE | 8,700 | .02 | 207 |
| ODESSA-MIDLAND | 73,500 | .17 | 137 |
| OKLAHOMA CITY | 279,100 | .63 | 44 |
| OMAHA | 172,900 | .39 | 70 |
| ORLANDO-DAYTONA BEACH | 289,500 | .66 | 40 |
| OTTUMWA-KIRKSVILLE | 12,700 | .03 | 205 |
| PADUCAH-CAPE GERARDEAU-HARRISBURG | 157,200 | .36 | 76 |
| PALM SPRINGS | 25,000 | .06 | 189 |
| PANAMA CITY | 32,100 | .07 | 177 |
| PARKERSBURG | 19,900 | .05 | 195 |
| PEORIA | 109,400 | .25 | 101 |
| PHILADELPHIA | 1,293,700 | 2.94 | 4 |
| PHOENIX (FLAGSTAFF) | 400,800 | .91 | 25 |
| PITTSBURGH | 608,400 | 1.38 | 14 |
| PORTLAND, OR | 427,400 | .97 | 21 |
| PORTLAND-POLAND SPRING | 155,100 | .35 | 78 |
| PRESQUE ISLE | 16,300 | .04 | 198 |
| PROVIDENCE-NEW BEDFORD | 277,800 | .63 | 45 |
| QUINCY-HANNIBAL | 55,100 | .13 | 156 |
| RALEIGH-DURHAM | 320,100 | .73 | 33 |
| RAPID CITY | 52,800 | .12 | 157 |
| RENO | 91,200 | .21 | 116 |
| RICHMOND (CHARLOTTESVILLE) | 241,000 | .55 | 52 |
| ROANOKE-LYNCHBURG | 194,700 | .44 | 65 |
| ROCHESTER, NY | 178,100 | .40 | 69 |
| ROCHESTER-MASON CITY-AUSTIN | 68,100 | .15 | 143 |
| ROCKFORD | 99,900 | .23 | 109 |
| ROSWELL | 27,400 | .06 | 185 |
| SACRAMENTO-STOCKTON | 445,700 | 1.01 | 20 |
| ST. JOSEPH | 21,700 | .05 | 191 |
| ST. LOUIS | 531,200 | 1.21 | 17 |
| SALINAS-MONTEREY | 106,700 | .24 | 106 |
| SALISBURY | 40,900 | .09 | 166 |
| SALT LAKE CITY | 307,200 | .70 | 36 |
| SAN ANGELO | 18,100 | .04 | 196 |
| SAN ANTONIO | 270,400 | .61 | 46 |
| SAN DIEGO | 394,400 | .90 | 26 |
| SAN FRANCISCO | 1,113,300 | 2.53 | 5 |
| SANTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 92,700 | .21 | 114 |
| SAVANNAH | 103,700 | .24 | 108 |
| SEATTLE-TACOMA | 602,300 | 1.37 | 15 |
| SELMA | 8,200 | .02 | 208 |
| SHREVEPORT-TEXARKANA | 214,400 | .49 | 59 |
| SIOUX CITY | 70,700 | .16 | 140 |
| SIOUX FALLS-MITCHELL | 110,000 | .25 | 100 |
| SOUTH BEND-ELKHART | 145,200 | .33 | 81 |
| SPOKANE | 169,000 | .38 | 72 |
| SPRINGFIELD, MA | 114,400 | .26 | 96 |
| SPRINGFIELD, MO | 129,000 | .29 | 92 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 162,300 | .37 | 74 |
| SYRACUSE | 185,000 | .42 | 66 |
| TALLAHASSEE | 81,000 | .18 | 125 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 426,100 | .97 | 22 |
| TERRE HAUTE | 76,800 | .17 | 132 |
| TOLEDO | 209,500 | .48 | 60 |
| TOPEKA | 65,400 | .15 | 150 |
| TRAVERSE CITY-CADILLAC | 76,300 | .17 | 135 |
| TUCSON | 132,200 | .30 | 89 |
| TULSA | 217,500 | .49 | 58 |
| TUSCALOOSA | 25,700 | .06 | 187 |
| TWIN FALLS | 13,600 | .03 | 204 |
| TYLER | 50,200 | .11 | 160 |
| UTICA | 49,700 | .11 | 162 |
| VICTORIA | 14,100 | .03 | 203 |
| WACO-TEMPLE | 107,300 | .24 | 105 |
| WASHINGTON, DC | 888,600 | 2.02 | 8 |
| WATERTOWN-CARTHAGE | 38,700 | .09 | 167 |
| WAUSAU-RHINELANDER | 79,800 | .18 | 126 |
| WEST PALM BEACH | 148,900 | .34 | 80 |
| WHEELING-STEUBENVILLE | 78,600 | .18 | 129 |
| WICHITA-HUTCHINSON | 202,000 | .46 | 63 |
| WICHITA FALLS-LAWTON | 78,100 | .18 | 130 |
| WILKES BARRE-SCRANTON | 229,500 | .52 | 54 |
| WILMINGTON | 66,400 | .15 | 148 |
| YAKIMA | 91,700 | .21 | 115 |
| YOUNGSTOWN | 140,600 | .32 | 83 |
| ZANESVILLE | 15,000 | .03 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## TEENS 12-17

US TOTAL 21,848,000

| ADI Market Name | Population In TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 26,700 | .12 | 160 |
| ALBANY, GA | 41,500 | .19 | 130 |
| ALBANY-SCHENECTADY-TROY | 124,300 | .57 | 91 |
| ALBUQUERQUE | 108,600 | .50 | 60 |
| ALEXANDRIA, LA | 21,800 | .10 | 168 |
| ALEXANDRIA, MN | 23,300 | .11 | 167 |
| ALPENA | 3,800 | .02 | 209 |
| AMARILLO | 45,200 | .21 | 119 |
| ANNISTON | 11,600 | .05 | 192 |
| ARDMORE-ADA | 17,100 | .08 | 176 |
| ATLANTA | 304,800 | 1.40 | 13 |
| AUGUSTA | 67,100 | .28 | 95 |
| AUSTIN, TX | 59,200 | .27 | 101 |
| BAKERSFIELD | 34,300 | .16 | 146 |
| BALTIMORE | 237,800 | 1.09 | 17 |
| BANGOR | 30,700 | .14 | 152 |
| BATON ROUGE | 77,100 | .35 | 80 |
| BEAUMONT-PORT ARTHUR | 46,300 | .21 | 117 |
| BEND | 6,600 | .03 | 206 |
| BILLINGS-HARDIN | 20,300 | .09 | 171 |
| BILOXI-GULFPORT-PASCAGOULA | 17,100 | .08 | 176 |
| BINGHAMTON | 43,000 | .20 | 125 |
| BIRMINGHAM | 130,300 | .60 | 47 |
| BLUEFIELD-BECKLEY-OAK HILL | 41,900 | .19 | 127 |
| BOISE | 40,900 | .19 | 131 |
| BOSTON | 510,800 | 2.34 | 5 |
| BOWLING GREEN | 14,000 | .06 | 184 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 73,600 | .34 | 83 |
| BUFFALO | 171,900 | .79 | 31 |
| BURLINGTON-PLATTSBURGH | 67,300 | .31 | 92 |
| CASPER-RIVERTON | 15,200 | .07 | 181 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 87,700 | .40 | 72 |
| CHARLESTON, SC | 58,300 | .27 | 103 |
| CHARLESTON-HUNTINGTON | 146,300 | .67 | 42 |
| CHARLOTTE | 173,700 | .80 | 30 |
| CHATTANOOGA | 78,000 | .36 | 78 |
| CHEYENNE | 12,300 | .06 | 189 |
| CHICAGO | 819,600 | 3.75 | 3 |
| CHICO-REDDING | 31,800 | .15 | 150 |
| CINCINNATI | 190,300 | .87 | 25 |
| CLARKSBURG-WESTON | 19,200 | .09 | 173 |
| CLEVELAND | 373,300 | 1.71 | 9 |
| COLORADO SPRINGS-PUEBLO | 51,900 | .24 | 109 |
| COLUMBIA, SC | 75,300 | .34 | 82 |
| COLUMBIA-JEFFERSON CITY | 34,300 | .16 | 146 |
| COLUMBUS, GA | 54,500 | .25 | 106 |
| COLUMBUS, OH | 150,600 | .69 | 40 |
| COLUMBUS-TUPELO | 40,300 | .18 | 133 |
| CORPUS CHRISTI | 48,400 | .22 | 114 |
| DALLAS-FT. WORTH | 349,400 | 1.60 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 90,100 | .41 | 70 |
| DAYTON | 126,900 | .58 | 49 |
| DENVER | 213,700 | .98 | 20 |
| DES MOINES | 87,800 | .40 | 71 |
| DETROIT | 475,200 | 2.18 | 6 |
| DOTHAN | 27,400 | .13 | 158 |
| DULUTH-SUPERIOR | 45,500 | .21 | 118 |
| EL CENTRO-YUMA | 19,700 | .09 | 172 |
| EL PASO | 68,800 | .31 | 88 |
| ELMIRA | 23,600 | .11 | 166 |
| ERIE | 35,900 | .16 | 144 |
| EUGENE | 38,800 | .18 | 137 |
| EUREKA | 11,800 | .05 | 190 |
| EVANSVILLE | 68,500 | .31 | 89 |
| FARGO | 49,100 | .22 | 113 |
| FARMINGTON | 9,800 | .04 | 195 |
| FLINT-SAGINAW-BAY CITY | 140,900 | .64 | 45 |
| FLORENCE, SC | 41,600 | .19 | 128 |
| FT. MYERS-NAPLES | 31,800 | .15 | 150 |
| FT. SMITH | 33,900 | .16 | 148 |
| FT. WAYNE | 68,000 | .31 | 90 |
| FRESNO | 106,700 | .49 | 61 |
| GAINESVILLE | 15,900 | .07 | 179 |
| GLENDIVE | 1,700 | .01 | 210 |
| GRAND JUNCTION | 13,100 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 162,000 | .74 | 35 |
| GREAT FALLS | 17,500 | .08 | 174 |
| GREEN BAY | 105,300 | .48 | 62 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 121,700 | .56 | 52 |
| GREENVILLE-NEW BERN-WASHINGTON | 59,400 | .27 | 99 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 151,900 | .70 | 39 |
| GREENWOOD-GREENVILLE | 25,400 | .12 | 162 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 124,600 | .57 | 50 |
| HARRISONBURG | 9,600 | .04 | 196 |
| HARTFORD-NEW HAVEN | 208,900 | .96 | 21 |
| HELENA | 4,800 | .02 | 207 |
| HOUSTON | 343,300 | 1.58 | 11 |
| HUNTSVILLE-DECATUR-FLORENCE | 70,800 | .32 | 87 |
| IDAHO FALLS-POCATELLO | 31,900 | .15 | 149 |
| INDIANAPOLIS | 217,400 | 1.00 | 19 |
| JACKSON, MS | 82,300 | .38 | 73 |
| JACKSON, TN | 14,100 | .06 | 183 |
| JACKSONVILLE | 104,600 | .48 | 64 |
| JOHNSTOWN-ALTOONA | 70,900 | .32 | 86 |
| JONESBORO | 17,500 | .08 | 174 |
| JOPLIN-PITTSBURG | 40,900 | .19 | 131 |
| KANSAS CITY | 171,700 | .79 | 32 |
| KNOXVILLE | 124,800 | .57 | 48 |
| LA CROSSE-EAU CLAIRE | 41,600 | .19 | 128 |
| LAFAYETTE, IN | 8,600 | .04 | 199 |
| LAFAYETTE, LA | 61,700 | .28 | 96 |
| LAKE CHARLES | 27,000 | .12 | 159 |
| LANSING | 59,800 | .27 | 98 |
| LAREDO | 13,900 | .06 | 185 |
| LAS VEGAS | 48,200 | .22 | 115 |
| LAUREL-HATTIESBURG | 24,900 | .11 | 164 |
| LEXINGTON | 79,200 | .36 | 77 |
| LIMA | 11,000 | .05 | 193 |
| LINCOLN-HASTINGS-KEARNEY | 58,100 | .27 | 104 |
| LITTLE ROCK | 120,100 | .55 | 53 |
| LOS ANGELES | 1,049,000 | 4.80 | 2 |
| LOUISVILLE | 144,100 | .66 | 44 |
| LUBBOCK | 42,000 | .19 | 126 |
| MACON | 44,900 | .21 | 120 |
| MADISON | 49,200 | .23 | 112 |
| MANKATO | 7,900 | .04 | 201 |
| MARQUETTE | 14,500 | .07 | 182 |
| MCALLEN-BROWNSVILLE (LRGV) | 71,600 | .33 | 85 |
| MEDFORD | 28,200 | .13 | 156 |
| MEMPHIS | 174,800 | .80 | 29 |
| MERIDIAN | 21,100 | .10 | 170 |
| MIAMI | 237,800 | 1.09 | 17 |
| MILWAUKEE | 187,800 | .86 | 26 |
| MINNEAPOLIS-ST. PAUL | 309,100 | 1.41 | 12 |
| MINOT-BISMARCK-DICKINSON | 39,000 | .18 | 136 |
| MISSOULA-BUTTE | 29,700 | .14 | 153 |
| MOBILE-PENSACOLA | 119,300 | .55 | 54 |
| MONROE-EL DORADO | 59,100 | .27 | 102 |
| MONTGOMERY | 50,100 | .23 | 111 |
| NASHVILLE | 166,500 | .76 | 33 |
| NEW ORLEANS | 179,200 | .82 | 28 |
| NEW YORK | 1,663,200 | 7.61 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 137,900 | .63 | 46 |
| NORTH PLATTE | 4,300 | .02 | 208 |
| ODESSA-MIDLAND | 36,600 | .17 | 142 |
| OKLAHOMA CITY | 128,400 | .59 | 48 |
| OMAHA | 90,500 | .41 | 69 |
| ORLANDO-DAYTONA BEACH | 146,800 | .67 | 41 |
| OTTUMWA-KIRKSVILLE | 6,400 | .03 | 204 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 16,700 | .08 | 176 |
| PALM SPRINGS | 12,900 | .06 | 187 |
| PANAMA CITY | 17,000 | .08 | 178 |
| PARKERSBURG | 10,200 | .05 | 194 |
| PEORIA | 52,700 | .24 | 107 |
| PHILADELPHIA | 665,800 | 3.05 | 4 |
| PHOENIX (FLAGSTAFF) | 199,100 | .91 | 24 |
| PITTSBURGH | 304,500 | 1.39 | 14 |
| PORTLAND, OR | 186,700 | .85 | 27 |
| PORTLAND-POLAND SPRING | 80,500 | .37 | 75 |
| PRESQUE ISLE | 9,600 | .04 | 196 |
| PROVIDENCE-NEW BEDFORD | 145,900 | .67 | 43 |
| QUINCY-HANNIBAL | 28,700 | .13 | 155 |
| RALEIGH-DURHAM | 155,500 | .71 | 38 |
| RAPID CITY | 25,900 | .12 | 161 |
| RENO | 35,400 | .16 | 145 |
| RICHMOND (CHARLOTTESVILLE) | 116,000 | .53 | 56 |
| ROANOKE-LYNCHBURG | 94,300 | .43 | 67 |
| ROCHESTER, MN | 91,900 | .42 | 68 |
| ROCHESTER-MASON CITY-AUSTIN | 36,500 | .17 | 143 |
| ROCKFORD | 52,500 | .24 | 108 |
| ROSWELL | 15,700 | .07 | 180 |
| SACRAMENTO-STOCKTON | 205,100 | .94 | 23 |
| ST. JOSEPH | 11,700 | .05 | 191 |
| ST. LOUIS | 281,600 | 1.29 | 15 |
| SALINAS-MONTEREY | 43,800 | .20 | 123 |
| SALISBURY | 21,500 | .10 | 169 |
| SALT LAKE CITY | 164,400 | .75 | 34 |
| SAN ANGELO | 9,200 | .04 | 198 |
| SAN ANTONIO | 150,600 | .72 | 37 |
| SAN DIEGO | 161,300 | .74 | 36 |
| SAN FRANCISCO | 439,900 | 2.01 | 7 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 37,100 | .17 | 141 |
| SAVANNAH | 57,100 | .26 | 105 |
| SEATTLE-TACOMA | 252,200 | 1.15 | 16 |
| SELMA | 6,200 | .03 | 205 |
| SHREVEPORT-TEXARKANA | 118,400 | .54 | 55 |
| SIOUX CITY | 37,200 | .17 | 140 |
| SIOUX FALLS-MITCHELL | 60,800 | .28 | 97 |
| SOUTH BEND-ELKHART | 76,500 | .35 | 81 |
| SPOKANE | 81,800 | .37 | 74 |
| SPRINGFIELD, MA | 59,400 | .27 | 99 |
| SPRINGFIELD, MO | 66,800 | .31 | 93 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 77,400 | .35 | 79 |
| SYRACUSE | 100,100 | .46 | 65 |
| TALLAHASSEE | 43,400 | .20 | 124 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 207,600 | .95 | 22 |
| TERRE HAUTE | 39,800 | .18 | 135 |
| TOLEDO | 109,900 | .50 | 59 |
| TOPEKA | 29,400 | .13 | 154 |
| TRAVERSE CITY-CADILLAC | 44,100 | .20 | 122 |
| TUCSON | 62,800 | .29 | 94 |
| TULSA | 104,900 | .48 | 63 |
| TUSCALOOSA | 12,600 | .06 | 188 |
| TWIN FALLS | 6,900 | .03 | 203 |
| TYLER | 25,400 | .12 | 162 |
| UTICA | 28,200 | .13 | 156 |
| VICTORIA | 7,500 | .03 | 202 |
| WACO-TEMPLE | 50,600 | .23 | 110 |
| WASHINGTON, DC | 403,200 | 1.85 | 8 |
| WATERTOWN-CARTHAGE | 23,900 | .11 | 165 |
| WAUSAU-RHINELANDER | 47,000 | .22 | 116 |
| WEST PALM BEACH | 68,000 | .31 | 90 |
| WHEELING-STEUBENVILLE | 40,200 | .18 | 134 |
| WICHITA-HUTCHINSON | 96,300 | .44 | 66 |
| WICHITA FALLS-LAWTON | 38,600 | .18 | 138 |
| WILKES BARRE-SCRANTON | 116,000 | .53 | 56 |
| WILMINGTON | 37,700 | .17 | 139 |
| YAKIMA | 44,200 | .20 | 121 |
| YOUNGSTOWN | 72,700 | .33 | 84 |
| ZANESVILLE | 8,600 | .04 | 199 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## CHILDREN 2-11

US TOTAL 32,321,000

| ADI Market Name | Population in TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 41,300 | .13 | 160 |
| ALBANY, GA | 64,700 | .20 | 127 |
| ALBANY-SCHENECTADY-TROY | 166,400 | .51 | 58 |
| ALBUQUERQUE | 165,100 | .51 | 59 |
| ALEXANDRIA, LA | 31,500 | .10 | 171 |
| ALEXANDRIA, MN | 32,000 | .10 | 170 |
| ALPENA | 4,500 | .01 | 209 |
| AMARILLO | 76,000 | .24 | 114 |
| ANNISTON | 17,900 | .06 | 191 |
| ARDMORE-ADA | 25,600 | .08 | 179 |
| ATLANTA | 462,000 | 1.43 | 12 |
| AUGUSTA | 93,100 | .29 | 98 |
| AUSTIN, TX | 94,600 | .29 | 94 |
| BAKERSFIELD | 56,800 | .18 | 142 |
| BALTIMORE | 309,600 | .96 | 22 |
| BANGOR | 44,300 | .14 | 155 |
| BATON ROUGE | 119,300 | .37 | 80 |
| BEAUMONT-PORT ARTHUR | 70,500 | .22 | 119 |
| BEND | 9,800 | .03 | 205 |
| BILLINGS-HARDIN | 33,000 | .10 | 168 |
| BILOXI-GULFPORT-PASCAGOULA | 26,800 | .08 | 174 |
| BINGHAMTON | 57,400 | .18 | 141 |
| BIRMINGHAM | 200,900 | .62 | 46 |
| BLUEFIELD-BECKLEY-OAK HILL | 70,200 | .22 | 121 |
| BOISE | 70,500 | .22 | 118 |
| BOSTON | 664,000 | 2.05 | 6 |
| BOWLING GREEN | 21,400 | .07 | 185 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 111,400 | .34 | 85 |
| BUFFALO | 231,700 | .72 | 39 |
| BURLINGTON-PLATTSBURGH | 94,100 | .29 | 95 |
| CASPER-RIVERTON | 26,600 | .08 | 176 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 125,900 | .39 | 73 |
| CHARLESTON, SC | 89,000 | .28 | 104 |
| CHARLESTON-HUNTINGTON | 231,700 | .72 | 39 |
| CHARLOTTE | 258,100 | .80 | 32 |
| CHATTANOOGA | 121,500 | .38 | 77 |
| CHEYENNE | 20,300 | .06 | 188 |
| CHICAGO | 1,214,100 | 3.76 | 3 |
| CHICO-REDDING | 47,2[illegible] | .15 | 151 |
| CINCINNATI | 284,900 | .88 | 26 |
| CLARKSBURG-WESTON | 30,600 | .09 | 172 |
| CLEVELAND | 539,000 | 1.67 | 11 |
| COLORADO SPRINGS-PUEBLO | 82,000 | .25 | 107 |
| COLUMBIA, SC | 112,000 | .35 | 84 |
| COLUMBIA-JEFFERSON CITY | 51,200 | .16 | 148 |
| COLUMBUS, GA | 80,700 | .25 | 108 |
| COLUMBUS, OH | 233,400 | .72 | 38 |
| COLUMBUS-TUPELO | 62,800 | .19 | 129 |
| CORPUS CHRISTI | 79,900 | .25 | 109 |
| DALLAS-FT. WORTH | 555,700 | 1.72 | 9 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 133,200 | .41 | 69 |
| DAYTON | 189,600 | .59 | 49 |
| DENVER | 334,200 | 1.03 | 18 |
| DES MOINES | 132,300 | .41 | 70 |
| DETROIT | 668,000 | 2.13 | 5 |
| DOTHAN | 43,400 | .13 | 156 |
| DULUTH-SUPERIOR | 66,400 | .21 | 124 |
| EL CENTRO-YUMA | 32,100 | .10 | 169 |
| EL PASO | 115,600 | .36 | 82 |
| ELMIRA | 33,100 | .10 | 167 |
| ERIE | 54,200 | .17 | 144 |
| EUGENE | 61,600 | .19 | 134 |
| EUREKA | 18,500 | .06 | 190 |
| EVANSVILLE | 102,300 | .32 | 89 |
| FARGO | 76,200 | .24 | 113 |
| FARMINGTON | 16,500 | .05 | 194 |
| FLINT-SAGINAW-BAY CITY | 205,200 | .63 | 45 |
| FLORENCE, SC | 63,600 | .20 | 128 |
| FT. MYERS-NAPLES | 45,500 | .14 | 152 |
| FT. SMITH | 51,600 | .16 | 147 |
| FT. WAYNE | 106,600 | .33 | 87 |
| FRESNO | 171,200 | .53 | 56 |
| GAINESVILLE | 24,400 | .08 | 181 |
| GLENDIVE | 2,800 | .01 | 210 |
| GRAND JUNCTION | 21,300 | .07 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 244,200 | .76 | 36 |
| GREAT FALLS | 26,700 | .08 | 175 |
| GREEN BAY | 145,000 | .45 | 65 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 173,600 | .54 | 54 |
| GREENVILLE-NEW BERN-WASHINGTON | 93,500 | .29 | 96 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 225,100 | .70 | 41 |
| GREENWOOD-GREENVILLE | 39,800 | .12 | 161 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 181,700 | .56 | 53 |
| HARRISONBURG | 13,800 | .04 | 198 |
| HARTFORD-NEW HAVEN | 274,000 | .85 | 27 |
| HELENA | 7,000 | .02 | 208 |
| HOUSTON | 573,900 | 1.78 | 8 |
| HUNTSVILLE-DECATUR-FLORENCE | 100,900 | .31 | 90 |
| IDAHO FALLS-POCATELLO | 61,900 | .19 | 132 |
| INDIANAPOLIS | 323,500 | 1.00 | 20 |
| JACKSON, MS | 128,200 | .40 | 72 |
| JACKSON, TN | 22,100 | .07 | 183 |
| JACKSONVILLE | 158,600 | .49 | 63 |
| JOHNSTOWN-ALTOONA | 103,700 | .32 | 88 |
| JONESBORO | 25,900 | .08 | 177 |
| JOPLIN-PITTSBURG | 61,800 | .19 | 133 |
| KANSAS CITY | 263,300 | .81 | 31 |
| KNOXVILLE | 170,500 | .53 | 57 |
| LA CROSSE-EAU CLAIRE | 60,300 | .19 | 138 |
| LAFAYETTE, IN | 14,500 | .04 | 196 |
| LAFAYETTE, LA | 90,500 | .28 | 101 |
| LAKE CHARLES | 42,800 | .13 | 158 |
| LANSING | 90,000 | .28 | 102 |
| LAREDO | 23,500 | .07 | 182 |
| LAS VEGAS | 71,200 | .22 | 116 |
| LAUREL-HATTIESBURG | 39,400 | .12 | 163 |
| LEXINGTON | 121,900 | .38 | 79 |
| LIMA | 17,100 | .05 | 192 |
| LINCOLN-HASTINGS-KEARNEY | 91,400 | .28 | 100 |
| LITTLE ROCK | 189,900 | .58 | 51 |
| LOS ANGELES | 1,611,100 | 4.98 | 2 |
| LOUISVILLE | 217,400 | .67 | 42 |
| LUBBOCK | 67,800 | .21 | 123 |
| MACON | 69,200 | .20 | 125 |
| MADISON | 70,700 | .22 | 118 |
| MANKATO | 11,700 | .04 | 203 |
| MARQUETTE | 21,900 | .07 | 184 |
| MCALLEN-BROWNSVILLE (LRGV) | 121,700 | .38 | 76 |
| MEDFORD | 44,500 | .14 | 154 |
| MEMPHIS | 265,900 | .82 | 29 |
| MERIDIAN | 34,900 | .11 | 165 |
| MIAMI | 327,000 | 1.02 | 19 |
| MILWAUKEE | 263,800 | .82 | 30 |
| MINNEAPOLIS-ST. PAUL | 447,400 | 1.38 | 13 |
| MINOT-BISMARCK-DICKINSON | 61,100 | .19 | 135 |
| MISSOULA-BUTTE | 44,600 | .14 | 153 |
| MOBILE-PENSACOLA | 183,600 | .57 | 52 |
| MONROE-EL DORADO | 91,700 | .28 | 99 |
| MONTGOMERY | 76,900 | .24 | 111 |
| NASHVILLE | 251,500 | .78 | 34 |
| NEW ORLEANS | 270,500 | .84 | 28 |
| NEW YORK | 2,237,700 | 6.92 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 205,700 | .64 | 44 |
| NORTH PLATTE | 7,600 | .02 | 207 |
| ODESSA-MIDLAND | 62,400 | .19 | 130 |
| OKLAHOMA CITY | 210,800 | .65 | 43 |
| OMAHA | 135,900 | .42 | 67 |
| ORLANDO-DAYTONA BEACH | 199,200 | .62 | 47 |
| OTTUMWA-KIRKSVILLE | 10,200 | .03 | 204 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 120,600 | .37 | 78 |
| PALM SPRINGS | 20,800 | .06 | 187 |
| PANAMA CITY | 25,800 | .08 | 178 |
| PARKERSBURG | 15,300 | .05 | 195 |
| PEORIA | 84,300 | .26 | 106 |
| PHILADELPHIA | 902,900 | 2.79 | 4 |
| PHOENIX (FLAGSTAFF) | 312,800 | .97 | 21 |
| PITTSBURGH | 419,300 | 1.28 | 14 |
| PORTLAND, OR | 295,000 | .91 | 24 |
| PORTLAND-POLAND SPRING | 113,800 | .35 | 83 |
| PRESQUE ISLE | 13,700 | .04 | 199 |
| PROVIDENCE-NEW BEDFORD | 196,600 | .61 | 48 |
| QUINCY-HANNIBAL | 62,500 | .19 | 159 |
| RALEIGH-DURHAM | 235,200 | .73 | 37 |
| RAPID CITY | 43,100 | .13 | 157 |
| RENO | 49,700 | .15 | 149 |
| RICHMOND (CHARLOTTESVILLE) | 160,000 | .50 | 62 |
| ROANOKE-LYNCHBURG | 133,400 | .41 | 68 |
| ROCHESTER, MY | 125,200 | .39 | 74 |
| ROCHESTER-MASON CITY-AUSTIN | 52,900 | .16 | 145 |
| ROCKFORD | 76,800 | .24 | 112 |
| ROSWELL | 25,200 | .08 | 180 |
| SACRAMENTO-STOCKTON | 309,400 | .96 | 23 |
| ST. JOSEPH | 16,800 | .05 | 193 |
| ST. LOUIS | 406,700 | 1.26 | 15 |
| SALINAS-MONTEREY | 71,800 | .22 | 115 |
| SALISBURY | 28,400 | .09 | 173 |
| SALT LAKE CITY | 344,000 | 1.06 | 17 |
| SAN ANGELO | 14,000 | .04 | 197 |
| SAN ANTONIO | 248,700 | .77 | 35 |
| SAN DIEGO | 251,800 | .78 | 33 |
| SAN FRANCISCO | 619,600 | 1.92 | 7 |
| SANTA BARBRA-SNTA MARIA-SN LUIS OBYSPO | 52,800 | .16 | 146 |
| SAVANNAH | 89,800 | .28 | 103 |
| SEATTLE-TACOMA | 384,700 | 1.19 | 16 |
| SELMA | 9,200 | .03 | 206 |
| SHREVEPORT-TEXARKANA | 186,900 | .58 | 50 |
| SIOUX CITY | 60,100 | .19 | 139 |
| SIOUX FALLS-MITCHELL | 93,200 | .29 | 97 |
| SOUTH BEND-ELKHART | 118,700 | .37 | 81 |
| SPOKANE | 129,300 | .40 | 71 |
| SPRINGFIELD, MA | 79,500 | .25 | 109 |
| SPRINGFIELD, MO | 99,200 | .31 | 91 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 119,400 | .37 | 79 |
| SYRACUSE | 137,200 | .42 | 66 |
| TALLAHASSEE | 68,500 | .21 | 122 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 288,200 | .89 | 25 |
| TERRE HAUTE | 59,500 | .18 | 140 |
| TOLEDO | 172,500 | .53 | 55 |
| TOPEKA | 47,800 | .15 | 150 |
| TRAVERSE CITY-CADILLAC | 60,500 | .19 | 137 |
| TUCSON | 98,700 | .31 | 92 |
| TULSA | 164,900 | .51 | 60 |
| TUSCALOOSA | 20,000 | .06 | 189 |
| TWIN FALLS | 12,700 | .04 | 200 |
| TYLER | 39,700 | .12 | 162 |
| UTICA | 37,900 | .12 | 164 |
| VICTORIA | 11,900 | .04 | 202 |
| WACO-TEMPLE | 86,900 | .27 | 105 |
| WASHINGTON, DC | 550,900 | 1.70 | 10 |
| WATERTOWN-CARTHAGE | 33,800 | .10 | 166 |
| WAUSAU-RHINELANDER | 64,900 | .20 | 126 |
| WEST PALM BEACH | 97,700 | .30 | 93 |
| WHEELING-STEUBENVILLE | 60,800 | .19 | 136 |
| WICHITA-HUTCHINSON | 150,100 | .46 | 64 |
| WICHITA FALLS-LAWTON | 62,100 | .19 | 131 |
| WILKES BARRE-SCRANTON | 161,800 | .50 | 61 |
| WILMINGTON | 56,100 | .17 | 143 |
| YAKIMA | 71,200 | .22 | 116 |
| YOUNGSTOWN | 106,700 | .33 | 86 |
| ZANESVILLE | 12,500 | .04 | 201 |

# MARKETS ALPHABETICALLY BY DEMOGRAPHIC CATEGORY

## CHILDREN 6-11

US TOTAL 19,099,000

| ADI Market Name | Population In TV HH and Group Quarters | Pct of US | ADI Rank |
|---|---|---|---|
| ABILENE-SWEETWATER | 23,400 | .12 | 160 |
| ALBANY, GA | 38,400 | .20 | 125 |
| ALBANY-SCHENECTADY-TROY | 101,400 | .53 | 56 |
| ALBUQUERQUE | 95,500 | .50 | 62 |
| ALEXANDRIA, LA | 18,300 | .10 | 171 |
| ALEXANDRIA, MN | 18,500 | .10 | 169 |
| ALPENA | 2,600 | .01 | 209 |
| AMARILLO | 43,400 | .23 | 114 |
| ANNISTON | 10,600 | .06 | 190 |
| ARDMORE-ADA | 15,200 | .08 | 176 |
| ATLANTA | 281,100 | 1.47 | 12 |
| AUGUSTA | 54,600 | .29 | 96 |
| AUSTIN, TX | 57,400 | .29 | 95 |
| BAKERSFIELD | 37,700 | .17 | 144 |
| BALTIMORE | 188,300 | .99 | 20 |
| BANGOR | 26,600 | .14 | 153 |
| BATON ROUGE | 69,000 | .36 | 80 |
| BEAUMONT-PORT ARTHUR | 41,000 | .21 | 117 |
| BEND | 5,700 | .03 | 205 |
| BILLINGS-HARDIN | 18,700 | .10 | 168 |
| BILOXI-GULFPORT-PASCAGOULA | 15,400 | .08 | 174 |
| BINGHAMTON | 34,800 | .18 | 137 |
| BIRMINGHAM | 118,700 | .62 | 48 |
| BLUEFIELD-BECKLEY-OAK HILL | 40,900 | .21 | 118 |
| BOISE | 30,900 | .21 | 122 |
| BOSTON | 410,000 | 2.15 | 6 |
| BOWLING GREEN | 12,400 | .06 | 184 |
| BRISTOL-KINGSPORT-JOHNSON CITY | 67,500 | .35 | 84 |
| BUFFALO | 140,700 | .74 | 37 |
| BURLINGTON-PLATTSBURGH | 56,400 | .30 | 94 |
| CASPER-RIVERTON | 14,600 | .08 | 179 |
| CEDAR RAPIDS-WATERLOO (DUBUQUE) | 72,600 | .38 | 75 |
| CHARLESTON, SC | 52,100 | .27 | 102 |
| CHARLESTON-HUNTINGTON | 135,100 | .71 | 41 |
| CHARLOTTE | 158,700 | .83 | 28 |
| CHATTANOOGA | 73,100 | .38 | 74 |
| CHEYENNE | 11,600 | .06 | 189 |
| CHICAGO | 716,900 | 3.74 | 3 |
| CHICO-REDDING | 27,500 | .14 | 150 |
| CINCINNATI | 168,100 | .88 | 27 |
| CLARKSBURG-WESTON | 18,200 | .10 | 172 |
| CLEVELAND | 322,400 | 1.69 | 11 |
| COLORADO SPRINGS-PUEBLO | 47,900 | .25 | 108 |
| COLUMBIA, SC | 66,900 | .35 | 85 |
| COLUMBIA-JEFFERSON CITY | 29,500 | .15 | 148 |
| COLUMBUS, GA | 47,600 | .25 | 109 |
| COLUMBUS, OH | 138,400 | .72 | 39 |
| COLUMBUS-TUPELO | 37,000 | .19 | 128 |
| CORPUS CHRISTI | 45,800 | .24 | 112 |
| DALLAS-FT. WORTH | 329,700 | 1.73 | 10 |
| DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 76,600 | .40 | 70 |
| DAYTON | 113,500 | .59 | 49 |
| DENVER | 196,200 | 1.03 | 18 |
| DES MOINES | 76,900 | .40 | 69 |
| DETROIT | 418,700 | 2.19 | 5 |
| DOTHAN | 26,000 | .14 | 154 |
| DULUTH-SUPERIOR | 38,500 | .20 | 126 |
| EL CENTRO-YUMA | 18,500 | .10 | 169 |
| EL PASO | 68,300 | .36 | 83 |
| ELMIRA | 19,900 | .10 | 167 |
| ERIE | 32,200 | .17 | 143 |
| EUGENE | 35,400 | .19 | 134 |
| EUREKA | 10,500 | .05 | 191 |
| EVANSVILLE | 59,900 | .31 | 90 |
| FARGO | 43,600 | .23 | 113 |
| FARMINGTON | 9,000 | .05 | 195 |
| FLINT-SAGINAW-BAY CITY | 122,800 | .64 | 43 |
| FLORENCE, SC | 36,600 | .19 | 129 |
| FT. MYERS-NAPLES | 27,500 | .14 | 150 |
| FT. SMITH | 30,400 | .16 | 147 |
| FT. WAYNE | 62,300 | .33 | 87 |
| FRESNO | 96,500 | .51 | 60 |
| GAINESVILLE | 14,300 | .07 | 180 |
| GLENDIVE | 1,400 | .01 | 210 |
| GRAND JUNCTION | 12,200 | .06 | 186 |
| GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 143,400 | .75 | 36 |
| GREAT FALLS | 14,800 | .08 | 178 |
| GREEN BAY | 84,600 | .44 | 64 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 107,200 | .56 | 54 |
| GREENVILLE-NEW BERN-WASHINGTON | 53,900 | .28 | 97 |
| GREENVILLE-SPARTANBURG-ASHEVILLE | 136,800 | .72 | 40 |
| GREENWOOD-GREENVILLE | 22,900 | .12 | 163 |
| HARRISBURG-YORK-LANCASTER-LEBANON | 109,700 | .57 | 50 |
| HARRISONBURG | 8,200 | .04 | 197 |
| HARTFORD-NEW HAVEN | 169,000 | .88 | 26 |
| HELENA | 4,000 | .02 | 208 |
| HOUSTON | 333,600 | 1.75 | 9 |
| HUNTSVILLE-DECATUR-FLORENCE | 61,200 | .32 | 89 |
| IDAHO FALLS-POCATELLO | 33,000 | .17 | 142 |
| INDIANAPOLIS | 192,800 | 1.01 | 19 |
| JACKSON, MS | 74,600 | .39 | 72 |
| JACKSON, TN | 13,100 | .07 | 183 |
| JACKSONVILLE | 94,200 | .49 | 63 |
| JOHNSTOWN-ALTOONA | 62,300 | .33 | 87 |
| JONESBORO | 15,100 | .08 | 177 |
| JOPLIN-PITTSBURG | 36,000 | .19 | 131 |
| KANSAS CITY | 153,900 | .81 | 32 |
| KNOXVILLE | 102,500 | .54 | 55 |
| LA CROSSE-EAU CLAIRE | 35,500 | .19 | 133 |
| LAFAYETTE, IN | 8,500 | .04 | 196 |
| LAFAYETTE, LA | 52,300 | .27 | 101 |
| LAKE CHARLES | 24,800 | .13 | 157 |
| LANSING | 53,500 | .28 | 98 |
| LAREDO | 13,700 | .07 | 182 |
| LAS VEGAS | 42,300 | .22 | 115 |
| LAUREL-HATTIESBURG | 22,900 | .12 | 163 |
| LEXINGTON | 72,100 | .38 | 76 |
| LIMA | 10,100 | .05 | 192 |
| LINCOLN-HASTINGS-KEARNEY | 51,000 | .27 | 104 |
| LITTLE ROCK | 108,600 | .57 | 51 |
| LOS ANGELES | 932,700 | 4.88 | 2 |
| LOUISVILLE | 127,600 | .67 | 42 |
| LUBBOCK | 38,300 | .20 | 126 |
| MACON | 38,000 | .20 | 123 |
| MADISON | 41,600 | .22 | 116 |
| MANKATO | 6,400 | .03 | 203 |
| MARQUETTE | 12,400 | .06 | 184 |
| MCALLEN-BROWNSVILLE (LRGV) | 70,700 | .37 | 77 |
| MEDFORD | 26,000 | .14 | 154 |
| MEMPHIS | 156,600 | .82 | 29 |
| MERIDIAN | 20,700 | .11 | 165 |
| MIAMI | 197,600 | 1.03 | 17 |
| MILWAUKEE | 154,700 | .81 | 31 |
| MINNEAPOLIS-ST. PAUL | 262,600 | 1.37 | 13 |
| MINOT-BISMARCK-DICKINSON | 34,200 | .18 | 139 |
| MISSOULA-BUTTE | 25,900 | .14 | 156 |
| MOBILE-PENSACOLA | 107,400 | .56 | 53 |
| MONROE-EL DORADO | 53,200 | .28 | 99 |
| MONTGOMERY | 45,900 | .24 | 111 |
| NASHVILLE | 148,500 | .78 | 33 |
| NEW ORLEANS | 155,700 | .82 | 30 |
| NEW YORK | 1,344,800 | 7.04 | 1 |
| NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 120,600 | .63 | 46 |
| NORTH PLATTE | 4,400 | .02 | 207 |
| ODESSA-MIDLAND | 35,200 | .18 | 135 |
| OKLAHOMA CITY | 120,900 | .63 | 45 |
| OMAHA | 78,700 | .41 | 68 |
| ORLANDO-DAYTONA BEACH | 122,100 | .64 | 44 |
| OTTUMWA-KIRKSVILLE | 6,000 | .03 | 204 |
| PADUCAH-CAPE GIRARDEAU-HARRISBURG | 70,400 | .37 | 78 |
| PALM SPRINGS | 12,100 | .06 | 187 |
| PANAMA CITY | 15,300 | .08 | 175 |
| PARKERSBURG | 9,100 | .05 | 194 |
| PEORIA | 48,400 | .25 | 107 |
| PHILADELPHIA | 546,300 | 2.86 | 4 |
| PHOENIX (FLAGSTAFF) | 182,700 | .96 | 21 |
| PITTSBURGH | 251,100 | 1.31 | 14 |
| PORTLAND, OR | 169,900 | .89 | 25 |
| PORTLAND-POLAND SPRING | 68,800 | .36 | 81 |
| PRESQUE ISLE | 8,100 | .04 | 198 |
| PROVIDENCE-NEW BEDFORD | 119,900 | .63 | 47 |
| QUINCY-HANNIBAL | 24,700 | .13 | 158 |
| RALEIGH-DURHAM | 139,500 | .73 | 38 |
| RAPID CITY | 23,800 | .12 | 159 |
| RENO | 29,200 | .15 | 149 |
| RICHMOND (CHARLOTTESVILLE) | 96,800 | .51 | 59 |
| ROANOKE-LYNCHBURG | 81,700 | .43 | 67 |
| ROCHESTER, NY | 76,300 | .40 | 71 |
| ROCHESTER-MASON CITY-AUSTIN | 30,900 | .16 | 146 |
| ROCKFORD | 46,400 | .24 | 110 |
| ROSWELL | 14,300 | .07 | 180 |
| SACRAMENTO-STOCKTON | 179,400 | .94 | 22 |
| ST. JOSEPH | 9,500 | .05 | 193 |
| ST. LOUIS | 239,100 | 1.25 | 15 |
| SALINAS-MONTEREY | 40,400 | .21 | 120 |
| SALISBURY | 16,900 | .09 | 173 |
| SALT LAKE CITY | 177,200 | .93 | 23 |
| SAN ANGELO | 7,700 | .04 | 199 |
| SAN ANTONIO | 147,100 | .77 | 34 |
| SAN DIEGO | 146,500 | .77 | 35 |
| SAN FRANCISCO | 367,900 | 1.93 | 7 |
| SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 31,100 | .16 | 145 |
| SAVANNAH | 51,400 | .27 | 103 |
| SEATTLE-TACOMA | 225,900 | 1.18 | 16 |
| SELMA | 5,300 | .03 | 206 |
| SHREVEPORT-TEXARKANA | 108,300 | .57 | 52 |
| SIOUX CITY | 33,500 | .18 | 141 |
| SIOUX FALLS-MITCHELL | 52,800 | .28 | 100 |
| SOUTH BEND-ELKHART | 70,000 | .37 | 79 |
| SPOKANE | 74,300 | .39 | 73 |
| SPRINGFIELD, MA | 48,700 | .25 | 106 |
| SPRINGFIELD, MO | 59,200 | .31 | 91 |
| SPRINGFIELD-DECATUR-CHAMPAIGN | 68,700 | .36 | 82 |
| SYRACUSE | 82,500 | .43 | 66 |
| TALLAHASSEE | 40,700 | .21 | 119 |
| TAMPA-ST. PETERSBURG (SARASOTA) | 176,700 | .93 | 24 |
| TERRE HAUTE | 34,500 | .18 | 138 |
| TOLEDO | 101,100 | .53 | 57 |
| TOPEKA | 26,800 | .14 | 152 |
| TRAVERSE CITY-CADILLAC | 35,700 | .19 | 132 |
| TUCSON | 57,400 | .30 | 93 |
| TULSA | 96,000 | .50 | 61 |
| TUSCALOOSA | 11,700 | .06 | 188 |
| TWIN FALLS | 6,900 | .04 | 201 |
| TYLER | 23,400 | .12 | 160 |
| UTICA | 23,100 | .12 | 162 |
| VICTORIA | 6,800 | .04 | 202 |
| WACO-TEMPLE | 49,100 | .26 | 105 |
| WASHINGTON, DC | 338,400 | 1.77 | 8 |
| WATERTOWN-CARTHAGE | 20,200 | .11 | 166 |
| WAUSAU-RHINELANDER | 37,500 | .20 | 127 |
| WEST PALM BEACH | 59,000 | .31 | 92 |
| WHEELING-STEUBENVILLE | 36,400 | .19 | 130 |
| WICHITA-HUTCHINSON | 83,400 | .44 | 65 |
| WICHITA FALLS-LAWTON | 34,900 | .18 | 136 |
| WILKES BARRE-SCRANTON | 98,100 | .51 | 58 |
| WILMINGTON | 33,600 | .18 | 140 |
| YAKIMA | 40,300 | .21 | 121 |
| YOUNGSTOWN | 63,600 | .33 | 86 |
| ZANESVILLE | 7,400 | .04 | 200 |

# ADI Population Estimates

Markets Ranked by
Demographic Category

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## PERSONS 2+

US TOTAL 221,969,000

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 17,026,600 | 7.67 |
| 2 | LOS ANGELES | 11,191,700 | 5.04 |
| 3 | CHICAGO | 8,120,200 | 3.66 |
| 4 | PHILADELPHIA | 6,697,300 | 3.02 |
| 5 | BOSTON | 5,141,300 | 2.32 |
| 6 | SAN FRANCISCO | 4,942,200 | 2.23 |
| 7 | DETROIT | 4,537,700 | 2.04 |
| 8 | WASHINGTON, DC | 3,986,300 | 1.80 |
| 9 | CLEVELAND | 3,711,400 | 1.67 |
| 10 | DALLAS-FT. WORTH | 3,639,500 | 1.64 |
| 11 | HOUSTON | 3,513,000 | 1.58 |
| 12 | PITTSBURGH | 3,226,000 | 1.45 |
| 13 | MINNEAPOLIS-ST. PAUL | 3,022,000 | 1.36 |
| 14 | ATLANTA | 3,001,100 | 1.35 |
| 15 | MIAMI | 2,880,900 | 1.30 |
| 16 | SEATTLE-TACOMA | 2,774,900 | 1.25 |
| 17 | ST. LOUIS | 2,765,000 | 1.25 |
| 18 | TAMPA-ST. PETERSBURG (SARASOTA) | 2,559,600 | 1.15 |
| 19 | BALTIMORE | 2,318,200 | 1.04 |
| 20 | DENVER | 2,300,800 | 1.04 |
| 21 | SACRAMENTO-STOCKTON | 2,153,000 | .97 |
| 22 | INDIANAPOLIS | 2,127,800 | .96 |
| 23 | HARTFORD-NEW HAVEN | 2,121,700 | .96 |
| 24 | PHOENIX (FLAGSTAFF) | 2,044,600 | .92 |
| 25 | PORTLAND, OR | 2,025,600 | .91 |
| 26 | SAN DIEGO | 1,889,000 | .85 |
| 27 | CINCINNATI | 1,857,900 | .84 |
| 28 | MILWAUKEE | 1,817,800 | .82 |
| 29 | KANSAS CITY | 1,811,600 | .82 |
| 30 | NASHVILLE | 1,728,700 | .78 |
| 31 | CHARLOTTE | 1,719,700 | .77 |
| 32 | BUFFALO | 1,683,200 | .76 |
| 33 | NEW ORLEANS | 1,654,000 | .75 |
| 34 | MEMPHIS | 1,621,100 | .73 |
| 35 | SALT LAKE CITY | 1,610,900 | .73 |
| 36 | RALEIGH-DURHAM | 1,590,800 | .72 |
| 37 | ORLANDO-DAYTONA BEACH | 1,574,700 | .71 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,568,100 | .71 |
| 39 | COLUMBUS, OH | 1,554,000 | .70 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,550,500 | .70 |
| 41 | PROVIDENCE-NEW BEDFORD | 1,482,200 | .67 |
| 42 | SAN ANTONIO | 1,456,000 | .66 |
| 43 | CHARLESTON-HUNTINGTON | 1,447,900 | .65 |
| 44 | OKLAHOMA CITY | 1,424,400 | .64 |
| 45 | LOUISVILLE | 1,413,200 | .64 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,395,900 | .63 |
| 47 | BIRMINGHAM | 1,317,500 | .59 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 1,287,900 | .58 |
| 49 | FLINT-SAGINAW-BAY CITY | 1,254,400 | .57 |
| 50 | DAYTON | 1,252,500 | .56 |
| 51 | WILKES BARRE-SCRANTON | 1,249,500 | .56 |
| 52 | ALBANY-SCHENECTADY-TROY | 1,234,000 | .56 |
| 53 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,233,100 | .56 |
| 54 | LITTLE ROCK | 1,213,800 | .55 |
| 55 | SHREVEPORT-TEXARKANA | 1,182,900 | .53 |
| 56 | RICHMOND (CHARLOTTESVILLE) | 1,181,300 | .53 |
| 57 | KNOXVILLE | 1,130,800 | .51 |
| 58 | MOBILE-PENSACOLA | 1,110,500 | .50 |
| 59 | TULSA | 1,098,600 | .49 |
| 60 | TOLEDO | 1,096,800 | .49 |
| 61 | WICHITA-HUTCHINSON | 1,041,900 | .47 |
| 62 | FRESNO | 1,032,600 | .47 |
| 63 | JACKSONVILLE | 1,022,000 | .46 |
| 64 | ALBUQUERQUE | 986,400 | .44 |
| 65 | ROANOKE-LYNCHBURG | 984,300 | .44 |
| 66 | SYRACUSE | 979,000 | .44 |
| 67 | GREEN BAY | 956,000 | .43 |
| 68 | DES MOINES | 943,000 | .42 |
| 69 | ROCHESTER, NY | 897,400 | .40 |
| 70 | OMAHA | 890,600 | .40 |
| 71 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 875,700 | .39 |
| 72 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 872,300 | .39 |
| 73 | WEST PALM BEACH | 871,600 | .39 |
| 74 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 856,000 | .39 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 850,200 | .38 |
| 76 | SPOKANE | 847,700 | .38 |
| 77 | LEXINGTON | 801,700 | .36 |
| 78 | PORTLAND-POLAND SPRING | 794,700 | .36 |
| 79 | CHATTANOOGA | 781,300 | .35 |
| 80 | SOUTH BEND-ELKHART | 753,200 | .34 |
| 81 | JACKSON, MS | 749,200 | .34 |
| 82 | YOUNGSTOWN | 739,400 | .33 |
| 83 | BRISTOL-KINGSPORT-JOHNSON CITY | 737,500 | .33 |
| 84 | JOHNSTOWN-ALTOONA | 737,000 | .33 |
| 85 | SPRINGFIELD, MO | 722,600 | .33 |
| 86 | COLUMBIA, SC | 725,200 | .33 |
| 87 | BATON ROUGE | 705,500 | .32 |
| 88 | EVANSVILLE | 688,600 | .31 |
| 89 | AUSTIN, TX | 672,800 | .30 |
| 90 | TUCSON | 672,600 | .30 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 666,900 | .30 |
| 92 | BURLINGTON-PLATTSBURGH | 655,800 | .30 |
| 93 | FT. WAYNE | 652,800 | .29 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 652,500 | .29 |
| 95 | SPRINGFIELD, MA | 620,300 | .28 |
| 96 | SIOUX FALLS-MITCHELL | 616,000 | .28 |
| 97 | GREENVILLE-NEW BERN-WASHINGTON | 611,700 | .28 |
| 98 | EL PASO | 608,600 | .27 |
| 99 | LANSING | 600,000 | .27 |
| 100 | WACO-TEMPLE | 599,500 | .27 |
| 101 | AUGUSTA | 574,900 | .26 |
| 102 | PEORIA | 561,200 | .25 |
| 103 | MCALLEN-BROWNSVILLE (LRGV) | 558,300 | .25 |
| 104 | SAVANNAH | 552,700 | .25 |
| 105 | MONROE-EL DORADO | 548,600 | .25 |
| 106 | CHARLESTON, SC | 541,200 | .24 |
| 107 | COLORADO SPRINGS-PUEBLO | 530,800 | .24 |
| 108 | LAFAYETTE, LA | 525,200 | .24 |
| 109 | COLUMBUS, GA | 522,200 | .24 |
| 110 | MADISON | 518,800 | .23 |
| 111 | FARGO | 517,900 | .23 |
| 112 | SALINAS-MONTEREY | 503,400 | .23 |
| 113 | LAS VEGAS | 498,400 | .22 |
| 114 | ROCKFORD | 497,800 | .22 |
| 115 | MONTGOMERY | 473,900 | .21 |
| 116 | AMARILLO | 463,900 | .21 |
| 117 | DULUTH-SUPERIOR | 460,400 | .21 |
| 118 | BEAUMONT-PORT ARTHUR | 449,400 | .20 |
| 119 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 448,700 | .20 |
| 120 | YAKIMA | 444,300 | .20 |
| 121 | CORPUS CHRISTI | 439,800 | .20 |
| 122 | JOPLIN-PITTSBURG | 439,200 | .20 |
| 123 | TALLAHASSEE | 430,800 | .19 |
| 124 | WAUSAU-RHINELANDER | 427,200 | .19 |
| 125 | TERRE HAUTE | 424,900 | .19 |
| 126 | BLUEFIELD-BECKLEY-OAK HILL | 423,400 | .19 |
| 127 | EUGENE | 419,800 | .19 |
| 128 | BOISE | 419,400 | .19 |
| 129 | WICHITA FALLS-LAWTON | 417,300 | .19 |
| 130 | LA CROSSE-EAU CLAIRE | 416,300 | .19 |
| 131 | WHEELING-STEUBENVILLE | 415,800 | .19 |
| 132 | LUBBOCK | 414,400 | .19 |
| 133 | MACON | 411,200 | .19 |
| 134 | FT. MYERS-NAPLES | 410,500 | .18 |
| 135 | TRAVERSE CITY-CADILLAC | 407,300 | .18 |
| 136 | BINGHAMTON | 405,900 | .18 |
| 137 | SIOUX CITY | 393,400 | .18 |
| 138 | RENO | 389,100 | .18 |
| 139 | COLUMBUS-TUPELO | 384,500 | .17 |
| 140 | COLUMBIA-JEFFERSON CITY | 379,200 | .17 |
| 141 | FLORENCE, SC | 371,500 | .17 |
| 142 | MINOT-BISMARCK-DICKINSON | 369,900 | .17 |
| 143 | ALBANY, GA | 368,200 | .17 |
| 144 | ROCHESTER-MASON CITY-AUSTIN | 363,500 | .16 |
| 145 | ODESSA-MIDLAND | 358,300 | .16 |
| 146 | ERIE | 357,100 | .16 |
| 147 | CHICO-REDDING | 348,800 | .16 |
| 148 | WILMINGTON | 344,900 | .16 |
| 149 | FT. SMITH | 344,400 | .16 |
| 150 | TOPEKA | 344,200 | .16 |
| 151 | BAKERSFIELD | 338,900 | .15 |
| 152 | QUINCY-HANNIBAL | 307,200 | .14 |
| 153 | MISSOULA-BUTTE | 304,700 | .14 |
| 154 | IDAHO FALLS-POCATELLO | 302,700 | .14 |
| 155 | BANGOR | 301,400 | .14 |
| 156 | MEDFORD | 297,700 | .13 |
| 157 | ABILENE-SWEETWATER | 288,400 | .13 |
| 158 | UTICA | 277,300 | .12 |
| 159 | DOTHAN | 266,300 | .12 |
| 160 | LAKE CHARLES | 258,100 | .12 |
| 161 | TYLER | 258,000 | .12 |
| 162 | RAPID CITY | 256,300 | .12 |
| 163 | LAUREL-HATTIESBURG | 239,400 | .11 |
| 164 | ELMIRA | 224,000 | .10 |
| 165 | ALEXANDRIA, MN | 220,300 | .10 |
| 166 | WATERTOWN-CARTHAGE | 217,900 | .10 |
| 167 | SALISBURY | 215,400 | .10 |
| 168 | CLARKSBURG-WESTON | 207,000 | .09 |
| 169 | GREENWOOD-GREENVILLE | 206,200 | .09 |
| 170 | BILLINGS-HARDIN | 205,900 | .09 |
| 171 | MERIDIAN | 203,400 | .09 |
| 172 | GAINESVILLE | 191,500 | .09 |
| 173 | ALEXANDRIA, LA | 191,400 | .09 |
| 174 | JONESBORO | 180,200 | .08 |
| 175 | ARDMORE-ADA | 177,900 | .08 |
| 175 | EL CENTRO-YUMA | 177,900 | .08 |
| 177 | GREAT FALLS | 169,300 | .08 |
| 177 | PANAMA CITY | 169,300 | .08 |
| 179 | BILOXI-GULFPORT-PASCAGOULA | 166,300 | .07 |
| 180 | MARQUETTE | 157,100 | .07 |
| 181 | CASPER-RIVERTON | 155,700 | .07 |
| 182 | BOWLING GREEN | 149,100 | .07 |
| 183 | ROSWELL | 148,300 | .07 |
| 184 | JACKSON, TN | 147,400 | .07 |
| 185 | EUREKA | 138,600 | .06 |
| 186 | GRAND JUNCTION | 138,100 | .06 |
| 187 | TUSCALOOSA | 138,100 | .06 |
| 188 | PALM SPRINGS | 133,500 | .06 |
| 189 | CHEYENNE | 127,400 | .06 |
| 190 | ST. JOSEPH | 125,600 | .06 |
| 191 | ANNISTON | 118,800 | .05 |
| 192 | LAFAYETTE, IN | 117,000 | .05 |
| 193 | LAREDO | 107,900 | .05 |
| 194 | LIMA | 106,400 | .05 |
| 195 | HARRISONBURG | 105,800 | .05 |
| 196 | PARKERSBURG | 101,100 | .05 |
| 197 | SAN ANGELO | 96,100 | .04 |
| 198 | MANKATO | 87,800 | .04 |
| 199 | PRESQUE ISLE | 84,000 | .04 |
| 200 | ZANESVILLE | 81,000 | .04 |
| 201 | FARMINGTON | 80,900 | .04 |
| 202 | OTTUMWA-KIRKSVILLE | 76,400 | .03 |
| 203 | TWIN FALLS | 72,600 | .03 |
| 204 | VICTORIA | 69,400 | .03 |
| 205 | BEND | 64,500 | .03 |
| 206 | SELMA | 51,000 | .02 |
| 207 | HELENA | 46,600 | .02 |
| 208 | NORTH PLATTE | 45,600 | .02 |
| 209 | ALPENA | 31,300 | .01 |
| 210 | GLENDIVE | 16,800 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## PERSONS 18+

US TOTAL 167,800,000

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 13,125,700 | 7.82 |
| 2 | LOS ANGELES | 8,531,600 | 5.08 |
| 3 | CHICAGO | 6,086,500 | 3.63 |
| 4 | PHILADELPHIA | 5,128,600 | 3.06 |
| 5 | BOSTON | 3,966,500 | 2.36 |
| 6 | SAN FRANCISCO | 3,802,700 | 2.31 |
| 7 | DETROIT | 3,373,900 | 2.01 |
| 8 | WASHINGTON, DC | 3,032,200 | 1.81 |
| 9 | CLEVELAND | 2,799,100 | 1.67 |
| 10 | DALLAS-FT. WORTH | 2,730,400 | 1.63 |
| 11 | HOUSTON | 2,594,800 | 1.55 |
| 12 | PITTSBURGH | 2,506,200 | 1.49 |
| 13 | MIAMI | 2,316,100 | 1.38 |
| 14 | MINNEAPOLIS-ST. PAUL | 2,265,500 | 1.35 |
| 15 | ATLANTA | 2,234,300 | 1.33 |
| 16 | SEATTLE-TACOMA | 2,138,000 | 1.27 |
| 17 | ST. LOUIS | 2,076,700 | 1.24 |
| 18 | TAMPA-ST. PETERSBURG (SARASOTA) | 2,063,800 | 1.23 |
| 19 | BALTIMORE | 1,770,800 | 1.06 |
| 20 | DENVER | 1,752,900 | 1.04 |
| 21 | HARTFORD-NEW HAVEN | 1,638,800 | .98 |
| 22 | SACRAMENTO-STOCKTON | 1,638,500 | .98 |
| 23 | INDIANAPOLIS | 1,586,900 | .95 |
| 24 | PORTLAND, OR | 1,543,900 | .92 |
| 25 | PHOENIX (FLAGSTAFF) | 1,532,700 | .91 |
| 26 | SAN DIEGO | 1,475,900 | .88 |
| 27 | CINCINNATI | 1,382,700 | .82 |
| 28 | KANSAS CITY | 1,376,600 | .82 |
| 29 | MILWAUKEE | 1,366,200 | .81 |
| 30 | NASHVILLE | 1,310,700 | .78 |
| 31 | CHARLOTTE | 1,287,900 | .77 |
| 32 | BUFFALO | 1,279,600 | .76 |
| 33 | ORLANDO-DAYTONA BEACH | 1,228,700 | .73 |
| 34 | NEW ORLEANS | 1,204,300 | .72 |
| 35 | RALEIGH-DURHAM | 1,200,100 | .72 |
| 36 | MEMPHIS | 1,180,400 | .70 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,173,500 | .70 |
| 38 | COLUMBUS, OH | 1,170,000 | .70 |
| 39 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,161,900 | .69 |
| 40 | PROVIDENCE-NEW BEDFORD | 1,139,700 | .68 |
| 41 | SALT LAKE CITY | 1,102,500 | .66 |
| 42 | OKLAHOMA CITY | 1,085,200 | .65 |
| 43 | CHARLESTON-HUNTINGTON | 1,069,900 | .64 |
| 44 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,052,300 | .63 |
| 45 | LOUISVILLE | 1,051,700 | .63 |
| 46 | SAN ANTONIO | 1,050,700 | .63 |
| 47 | BIRMINGHAM | 986,300 | .59 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 981,600 | .58 |
| 49 | WILKES BARRE-SCRANTON | 971,700 | .58 |
| 50 | ALBANY-SCHENECTADY-TROY | 943,300 | .56 |
| 51 | GREENSBORO-WINSTON SALEM-HIGH POINT | 937,800 | .56 |
| 52 | DAYTON | 936,000 | .56 |
| 53 | FLINT-SAGINAW-BAY CITY | 908,300 | .54 |
| 54 | LITTLE ROCK | 907,800 | .54 |
| 55 | RICHMOND (CHARLOTTESVILLE) | 905,300 | .54 |
| 56 | SHREVEPORT-TEXARKANA | 877,600 | .52 |
| 57 | KNOXVILLE | 853,300 | .51 |
| 58 | TULSA | 828,800 | .49 |
| 59 | TOLEDO | 814,400 | .49 |
| 60 | MOBILE-PENSACOLA | 807,600 | .48 |
| 61 | WICHITA-HUTCHINSON | 795,500 | .47 |
| 62 | JACKSONVILLE | 758,800 | .45 |
| 63 | ROANOKE-LYNCHBURG | 756,600 | .45 |
| 64 | FRESNO | 754,700 | .45 |
| 65 | SYRACUSE | 741,700 | .44 |
| 66 | DES MOINES | 722,900 | .43 |
| 67 | ALBUQUERQUE | 712,700 | .42 |
| 68 | WEST PALM BEACH | 705,900 | .42 |
| 69 | GREEN BAY | 705,700 | .42 |
| 70 | ROCHESTER, NY | 680,300 | .41 |
| 71 | PADUCAH-CAPE GERARDEAU-HARRISBURG | 672,600 | .40 |
| 72 | OMAHA | 664,200 | .40 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 653,400 | .39 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 652,400 | .39 |
| 75 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 642,400 | .38 |
| 76 | SPOKANE | 636,600 | .38 |
| 77 | LEXINGTON | 600,600 | .36 |
| 78 | PORTLAND-POLAND SPRING | 600,400 | .36 |
| 79 | CHATTANOOGA | 581,800 | .35 |
| 80 | JOHNSTOWN-ALTOONA | 562,400 | .34 |
| 81 | YOUNGSTOWN | 560,000 | .33 |
| 82 | SOUTH BEND-ELKHART | 558,000 | .33 |
| 83 | SPRINGFIELD, MO | 556,600 | .33 |
| 84 | BRISTOL-KINGSPORT-JOHNSON CITY | 552,500 | .33 |
| 85 | JACKSON, MS | 538,700 | .32 |
| 86 | COLUMBIA, SC | 534,900 | .32 |
| 87 | AUSTIN, TX | 519,000 | .31 |
| 88 | EVANSVILLE | 517,800 | .31 |
| 89 | TUCSON | 511,100 | .30 |
| 90 | BATON ROUGE | 509,100 | .30 |
| 91 | LINCOLN-HASTINGS-KEARNEY | 503,000 | .30 |
| 92 | HUNTSVILLE-DECATUR-FLORENCE | 495,200 | .30 |
| 93 | BURLINGTON-PLATTSBURGH | 494,400 | .29 |
| 94 | SPRINGFIELD, MA | 491,200 | .29 |
| 95 | FT. WAYNE | 478,200 | .28 |
| 96 | SIOUX FALLS-MITCHELL | 462,000 | .28 |
| 96 | WACO-TEMPLE | 462,000 | .28 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 458,800 | .27 |
| 99 | LANSING | 450,200 | .27 |
| 100 | PEORIA | 424,200 | .25 |
| 101 | EL PASO | 423,200 | .25 |
| 102 | AUGUSTA | 419,700 | .25 |
| 103 | SAVANNAH | 405,800 | .24 |
| 104 | MADISON | 398,900 | .24 |
| 105 | MONROE-EL DORADO | 397,600 | .24 |
| 106 | COLORADO SPRINGS-PUEBLO | 396,900 | .24 |
| 107 | CHARLESTON, SC | 393,900 | .23 |
| 108 | FARGO | 392,600 | .23 |
| 109 | SALINAS-MONTEREY | 387,800 | .23 |
| 110 | COLUMBUS, GA | 387,000 | .23 |
| 111 | LAS VEGAS | 379,000 | .23 |
| 112 | LAFAYETTE, LA | 373,000 | .22 |
| 113 | ROCKFORD | 368,500 | .22 |
| 114 | MCALLEN-BROWNSVILLE (LRGV) | 365,000 | .22 |
| 115 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 358,800 | .21 |
| 116 | DULUTH-SUPERIOR | 348,500 | .21 |
| 117 | MONTGOMERY | 346,900 | .21 |
| 118 | AMARILLO | 342,700 | .20 |
| 119 | JOPLIN-PITTSBURG | 336,500 | .20 |
| 120 | FT. MYERS-NAPLES | 333,200 | .20 |
| 121 | BEAUMONT-PORT ARTHUR | 332,600 | .20 |
| 122 | YAKIMA | 328,900 | .20 |
| 123 | TERRE HAUTE | 325,600 | .19 |
| 124 | EUGENE | 319,400 | .19 |
| 125 | TALLAHASSEE | 318,900 | .19 |
| 126 | WICHITA FALLS-LAWTON | 316,600 | .19 |
| 127 | WAUSAU-RHINELANDER | 315,300 | .19 |
| 128 | WHEELING-STEUBENVILLE | 314,800 | .19 |
| 129 | LA CROSSE-EAU CLAIRE | 314,400 | .19 |
| 130 | CORPUS CHRISTI | 311,900 | .19 |
| 131 | BLUEFIELD-BECKLEY-OAK HILL | 311,300 | .19 |
| 132 | BOISE | 308,000 | .18 |
| 133 | BINGHAMTON | 305,500 | .18 |
| 134 | LUBBOCK | 304,600 | .18 |
| 135 | RENO | 304,000 | .18 |
| 136 | TRAVERSE CITY-CADILLAC | 302,700 | .18 |
| 137 | MACON | 301,100 | .18 |
| 138 | SIOUX CITY | 296,100 | .18 |
| 139 | COLUMBIA-JEFFERSON CITY | 293,700 | .18 |
| 140 | COLUMBUS-TUPELO | 281,400 | .17 |
| 141 | ROCHESTER-MASON CITY-AUSTIN | 274,100 | .16 |
| 142 | CHICO-REDDING | 269,800 | .16 |
| 142 | MINOT-BISMARCK-DICKINSON | 269,800 | .16 |
| 144 | ERIE | 267,000 | .16 |
| 144 | TOPEKA | 267,000 | .16 |
| 146 | FLORENCE, SC | 266,300 | .16 |
| 147 | ALBANY, GA | 262,000 | .16 |
| 148 | ODESSA-MIDLAND | 259,300 | .15 |
| 149 | FT. SMITH | 258,900 | .15 |
| 150 | WILMINGTON | 251,100 | .15 |
| 151 | BAKERSFIELD | 247,800 | .15 |
| 152 | QUINCY-HANNIBAL | 236,000 | .14 |
| 153 | MISSOULA-BUTTE | 230,400 | .14 |
| 154 | BANGOR | 226,400 | .13 |
| 155 | MEDFORD | 225,000 | .13 |
| 156 | ABILENE-SWEETWATER | 220,400 | .13 |
| 157 | UTICA | 211,200 | .13 |
| 158 | IDAHO FALLS-POCATELLO | 208,900 | .12 |
| 159 | DOTHAN | 195,500 | .12 |
| 160 | TYLER | 192,900 | .11 |
| 161 | LAKE CHARLES | 188,300 | .11 |
| 162 | RAPID CITY | 187,300 | .11 |
| 163 | LAUREL-HATTIESBURG | 175,100 | .10 |
| 164 | ELMIRA | 167,300 | .10 |
| 165 | SALISBURY | 165,500 | .10 |
| 166 | ALEXANDRIA, MN | 165,000 | .10 |
| 167 | WATERTOWN-CARTHAGE | 160,200 | .10 |
| 168 | CLARKSBURG-WESTON | 157,200 | .09 |
| 169 | BILLINGS-HARDIN | 152,600 | .09 |
| 170 | GAINESVILLE | 151,200 | .09 |
| 171 | MERIDIAN | 147,400 | .09 |
| 172 | GREENWOOD-GREENVILLE | 141,000 | .08 |
| 173 | ALEXANDRIA, LA | 138,100 | .08 |
| 174 | JONESBORO | 136,800 | .08 |
| 175 | ARDMORE-ADA | 135,200 | .08 |
| 176 | PANAMA CITY | 126,500 | .08 |
| 177 | EL CENTRO-YUMA | 126,100 | .08 |
| 178 | GREAT FALLS | 125,100 | .07 |
| 179 | BILOXI-GULFPORT-PASCAGOULA | 122,400 | .07 |
| 180 | MARQUETTE | 120,700 | .07 |
| 181 | CASPER-RIVERTON | 113,900 | .07 |
| 182 | BOWLING GREEN | 113,700 | .07 |
| 183 | JACKSON, TN | 111,200 | .07 |
| 184 | EUREKA | 108,300 | .06 |
| 185 | ROSWELL | 107,400 | .06 |
| 186 | TUSCALOOSA | 105,500 | .06 |
| 187 | GRAND JUNCTION | 103,800 | .06 |
| 188 | PALM SPRINGS | 99,800 | .06 |
| 189 | ST. JOSEPH | 97,100 | .06 |
| 190 | CHEYENNE | 94,800 | .06 |
| 191 | LAFAYETTE, IN | 93,900 | .06 |
| 192 | ANNISTON | 89,300 | .05 |
| 193 | HARRISONBURG | 82,400 | .05 |
| 194 | LIMA | 78,300 | .05 |
| 195 | PARKERSBURG | 75,600 | .05 |
| 196 | SAN ANGELO | 72,900 | .04 |
| 197 | LAREDO | 70,500 | .04 |
| 198 | MANKATO | 68,200 | .04 |
| 199 | PRESQUE ISLE | 60,700 | .04 |
| 200 | ZANESVILLE | 59,900 | .04 |
| 201 | OTTUMWA-KIRKSVILLE | 59,800 | .04 |
| 202 | FARMINGTON | 54,600 | .03 |
| 203 | TWIN FALLS | 53,000 | .03 |
| 204 | VICTORIA | 50,000 | .03 |
| 205 | BEND | 48,600 | .03 |
| 206 | SELMA | 35,600 | .02 |
| 207 | HELENA | 34,800 | .02 |
| 208 | NORTH PLATTE | 33,700 | .02 |
| 209 | ALPENA | 23,000 | .01 |
| 210 | GLENDIVE | 12,300 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## PERSONS 18-49

US TOTAL 108,050,400

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 8,103,600 | 7.50 |
| 2 | LOS ANGELES | 5,750,600 | 5.32 |
| 3 | CHICAGO | 3,999,400 | 3.70 |
| 4 | PHILADELPHIA | 3,165,800 | 2.93 |
| 5 | SAN FRANCESCO | 2,606,300 | 2.41 |
| 6 | BOSTON | 2,598,200 | 2.40 |
| 7 | DETROIT | 2,235,200 | 2.07 |
| 8 | WASHINGTON, DC | 2,122,600 | 1.96 |
| 9 | HOUSTON | 1,907,600 | 1.77 |
| 10 | DALLAS-FT. WORTH | 1,855,800 | 1.72 |
| 11 | CLEVELAND | 1,755,800 | 1.62 |
| 12 | ATLANTA | 1,565,400 | 1.45 |
| 13 | MINNEAPOLIS-ST. PAUL | 1,519,000 | 1.41 |
| 14 | PITTSBURGH | 1,478,900 | 1.37 |
| 15 | SEATTLE-TACOMA | 1,441,200 | 1.33 |
| 16 | ST. LOUIS | 1,294,000 | 1.20 |
| 17 | MIAMI | 1,280,300 | 1.18 |
| 18 | DENVER | 1,276,600 | 1.18 |
| 19 | BALTIMORE | 1,157,000 | 1.07 |
| 20 | SACRAMENTO-STOCKTON | 1,080,100 | 1.00 |
| 21 | INDIANAPOLIS | 1,046,300 | .97 |
| 22 | HARTFORD-NEW HAVEN | 1,025,900 | .95 |
| 23 | PORTLAND, OR | 1,015,700 | .94 |
| 24 | TAMPA-ST. PETERSBURG (SARASOTA) | 1,015,200 | .94 |
| 25 | SAN DIEGO | 1,010,900 | .94 |
| 26 | PHOENIX (FLAGSTAFF) | 988,200 | .91 |
| 27 | CINCINNATI | 894,700 | .83 |
| 28 | KANSAS CITY | 890,700 | .82 |
| 29 | MILWAUKEE | 879,200 | .81 |
| 30 | NASHVILLE | 848,500 | .79 |
| 31 | CHARLOTTE | 847,000 | .78 |
| 32 | RALEIGH-DURHAM | 832,100 | .77 |
| 33 | NEW ORLEANS | 825,800 | .76 |
| 34 | COLUMBUS, OH | 793,600 | .73 |
| 35 | SALT LAKE CITY | 789,900 | .73 |
| 36 | BUFFALO | 770,600 | .71 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 766,600 | .71 |
| 38 | MEMPHIS | 765,400 | .71 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 741,700 | .69 |
| 40 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 729,300 | .67 |
| 41 | ORLANDO-DAYTONA BEACH | 710,500 | .66 |
| 42 | OKLAHOMA CITY | 699,200 | .65 |
| 43 | LOUISVILLE | 691,900 | .64 |
| 44 | SAN ANTONIO | 688,100 | .64 |
| 45 | PROVIDENCE-NEW BEDFORD | 684,800 | .63 |
| 46 | CHARLESTON-HUNTINGTON | 680,500 | .63 |
| 47 | BIRMINGHAM | 618,400 | .57 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 617,100 | .57 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 604,900 | .56 |
| 50 | DAYTON | 603,900 | .56 |
| 51 | FLINT-SAGINAW-BAY CITY | 602,600 | .56 |
| 52 | RICHMOND (CHARLOTTESVILLE) | 596,100 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 568,100 | .53 |
| 54 | LITTLE ROCK | 557,700 | .52 |
| 55 | KNOXVILLE | 548,400 | .51 |
| 56 | MOBILE-PENSACOLA | 545,200 | .50 |
| 57 | WILKES BARRE-SCRANTON | 538,800 | .50 |
| 58 | SHREVEPORT-TEXARKANA | 531,900 | .49 |
| 59 | TOLEDO | 522,700 | .48 |
| 60 | TULSA | 521,000 | .48 |
| 61 | FRESNO | 502,000 | .46 |
| 62 | JACKSONVILLE | 496,700 | .46 |
| 63 | ALBUQUERQUE | 494,700 | .46 |
| 64 | WICHITA-HUTCHINSON | 485,000 | .45 |
| 65 | SYRACUSE | 479,500 | .44 |
| 66 | ROANOKE-LYNCHBURG | 478,200 | .44 |
| 67 | DES MOINES | 445,700 | .41 |
| 68 | ROCHESTER, NY | 441,000 | .41 |
| 69 | GREEN BAY | 439,300 | .41 |
| 70 | SPRINGFIELD-DECATUR-CHAMPAIGN | 422,400 | .39 |
| 71 | OMAHA | 420,200 | .39 |
| 72 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 413,300 | .38 |
| 73 | SPOKANE | 412,900 | .38 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 405,900 | .38 |
| 75 | LEXINGTON | 401,300 | .37 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 394,300 | .36 |
| 77 | CHATTANOOGA | 380,600 | .35 |
| 78 | COLUMBIA, SC | 374,400 | .35 |
| 79 | PORTLAND-POLAND SPRING | 368,800 | .34 |
| 80 | AUSTIN, TX | 368,100 | .34 |
| 81 | BATON ROUGE | 364,400 | .34 |
| 82 | SOUTH BEND-ELKHART | 353,500 | .33 |
| 83 | BRISTOL-KINGSPORT-JOHNSON CITY | 352,700 | .33 |
| 84 | WEST PALM BEACH | 345,800 | .32 |
| 85 | JACKSON, MS | 345,300 | .32 |
| 86 | JOHNSTOWN-ALTOONA | 342,700 | .32 |
| 87 | YOUNGSTOWN | 337,700 | .31 |
| 88 | TUCSON | 331,500 | .31 |
| 89 | BURLINGTON-PLATTSBURGH | 327,400 | .30 |
| 90 | HUNTSVILLE-DECATUR-FLORENCE | 324,400 | .30 |
| 91 | SPRINGFIELD, MO | 322,500 | .30 |
| 92 | LANSING | 320,200 | .30 |
| 93 | EVANSVILLE | 318,600 | .29 |
| 94 | GREENVILLE-NEW BERN-WASHINGTON | 316,500 | .29 |
| 95 | WACO-TEMPLE | 315,300 | .29 |
| 96 | FT. WAYNE | 309,100 | .29 |
| 97 | EL PASO | 303,900 | .28 |
| 98 | LINCOLN-HASTINGS-KEARNEY | 302,800 | .28 |
| 99 | SPRINGFIELD, MA | 299,700 | .28 |
| 100 | CHARLESTON, SC | 282,900 | .26 |
| 101 | AUGUSTA | 277,900 | .26 |
| 102 | PEORIA | 277,000 | .26 |
| 103 | SAVANNAH | 273,900 | .25 |
| 104 | COLORADO SPRINGS-PUEBLO | 271,000 | .25 |
| 105 | MADISON | 270,400 | .25 |
| 106 | SIOUX FALLS-MITCHELL | 269,900 | .25 |
| 107 | LAS VEGAS | 265,500 | .25 |
| 108 | SALINAS-MONTEREY | 263,400 | .24 |
| 109 | COLUMBUS, GA | 256,500 | .24 |
| 110 | LAFAYETTE, LA | 250,000 | .23 |
| 111 | FARGO | 246,400 | .23 |
| 112 | MONROE-EL DORADO | 242,900 | .22 |
| 113 | MCALLEN-BROWNSVILLE (LRGV) | 242,600 | .22 |
| 114 | ROCKFORD | 238,300 | .22 |
| 115 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 237,200 | .22 |
| 116 | AMARILLO | 218,000 | .20 |
| 117 | TALLAHASSEE | 217,400 | .20 |
| 118 | MONTGOMERY | 217,100 | .20 |
| 119 | YAKIMA | 216,600 | .20 |
| 120 | EUGENE | 215,400 | .20 |
| 121 | CORPUS CHRISTI | 210,300 | .19 |
| 122 | BEAUMONT-PORT ARTHUR | 209,200 | .19 |
| 123 | RENO | 206,600 | .19 |
| 124 | BOISE | 205,500 | .19 |
| 125 | DULUTH-SUPERIOR | 205,100 | .19 |
| 126 | LUBBOCK | 204,300 | .19 |
| 127 | WICHITA FALLS-LAWTON | 200,200 | .19 |
| 128 | MACON | 198,100 | .18 |
| 129 | LA CROSSE-EAU CLAIRE | 196,100 | .18 |
| 130 | WAUSAU-RHINELANDER | 192,600 | .18 |
| 131 | BLUEFIELD-BECKLEY-OAK HILL | 191,700 | .18 |
| 132 | TERRE HAUTE | 189,400 | .18 |
| 133 | COLUMBIA-JEFFERSON CITY | 188,700 | .17 |
| 134 | JOPLIN-PITTSBURG | 188,100 | .17 |
| 135 | BINGHAMTON | 186,300 | .17 |
| 136 | WHEELING-STEUBENVILLE | 185,400 | .17 |
| 137 | TRAVERSE CITY-CADILLAC | 178,800 | .17 |
| 138 | COLUMBUS-TUPELO | 178,000 | .16 |
| 139 | FLORENCE, SC | 177,000 | .16 |
| 140 | ODESSA-MIDLAND | 176,800 | .16 |
| 141 | TOPEKA | 174,700 | .16 |
| 142 | SIOUX CITY | 173,000 | .16 |
| 143 | MINOT-BISMARCK-DICKINSON | 172,500 | .16 |
| 144 | ALBANY, GA | 169,600 | .16 |
| 145 | ERIE | 166,100 | .15 |
| 146 | BAKERSFIELD | 165,200 | .15 |
| 147 | CHICO-REDDING | 164,300 | .15 |
| 148 | CT. SMITH | 163,700 | .15 |
| 149 | ROCHESTER-MASON CITY-AUSTIN | 162,800 | .15 |
| 150 | WILMINGTON | 162,200 | .15 |
| 151 | MISSOULA-BUTTE | 154,000 | .14 |
| 152 | FT. MYERS-NAPLES | 150,500 | .14 |
| 153 | IDAHO FALLS-POCATELLO | 146,300 | .14 |
| 154 | BANGOR | 143,600 | .13 |
| 155 | MEDFORD | 138,400 | .13 |
| 156 | QUINCY-HANNIBAL | 136,600 | .13 |
| 157 | LAKE CHARLES | 131,700 | .12 |
| 158 | RAPID CITY | 126,500 | .12 |
| 159 | ABILENE-SWEETWATER | 125,800 | .12 |
| 160 | DOTHAN | 124,600 | .12 |
| 161 | UTICA | 124,400 | .12 |
| 162 | TYLER | 117,700 | .11 |
| 163 | GAINESVILLE | 112,100 | .10 |
| 164 | LAUREL-HATTIESBURG | 111,500 | .10 |
| 165 | WATERTOWN-CARTHAGE | 100,600 | .09 |
| 166 | ELMIRA | 100,500 | .09 |
| 167 | BILLINGS-HARDIN | 99,900 | .09 |
| 168 | SALISBURY | 98,200 | .09 |
| 169 | ALEXANDRIA, MN | 97,100 | .09 |
| 170 | CLARKSBURG-WESTON | 92,100 | .09 |
| 171 | MERIDIAN | 88,500 | .08 |
| 172 | GREENWOOD-GREENVILLE | 87,300 | .08 |
| 173 | ALEXANDRIA, LA | 86,300 | .08 |
| 174 | BILOXI-GULFPORT-PASCAGOULA | 84,800 | .08 |
| 175 | CASPER-RIVERTON | 82,000 | .08 |
| 176 | EL CENTRO-YUMA | 81,700 | .08 |
| 177 | GREAT FALLS | 80,500 | .07 |
| 177 | JONESBORO | 80,500 | .07 |
| 179 | PANAMA CITY | 78,300 | .07 |
| 180 | MARQUETTE | 76,200 | .07 |
| 181 | ARDMORE-ADA | 75,200 | .07 |
| 182 | BOWLING GREEN | 73,400 | .07 |
| 183 | TUSCALOOSA | 72,900 | .07 |
| 184 | EUREKA | 70,900 | .07 |
| 185 | LAFAYETTE, IN | 70,800 | .07 |
| 186 | GRAND JUNCTION | 67,200 | .06 |
| 187 | JACKSON, TN | 67,100 | .06 |
| 188 | ROSWELL | 66,800 | .06 |
| 189 | CHEYENNE | 61,500 | .06 |
| 190 | ANNISTON | 60,500 | .06 |
| 191 | PALM SPRINGS | 60,100 | .06 |
| 192 | ST. JOSEPH | 55,100 | .05 |
| 193 | HARRISONBURG | 54,300 | .05 |
| 194 | LIMA | 49,100 | .05 |
| 195 | LAREDO | 47,600 | .04 |
| 196 | PARKERSBURG | 47,500 | .04 |
| 197 | SAN ANGELO | 47,100 | .04 |
| 198 | MANKATO | 43,200 | .04 |
| 199 | FARMINGTON | 40,700 | .04 |
| 200 | PRESQUE ISLE | 39,900 | .04 |
| 201 | ZANESVILLE | 36,800 | .03 |
| 202 | VICTORIA | 34,500 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 33,400 | .03 |
| 204 | BEMD | 32,800 | .03 |
| 205 | TWIN FALLS | 32,600 | .03 |
| 206 | HELENA | 23,400 | .02 |
| 207 | SELMA | 22,000 | .02 |
| 208 | NORTH PLATTE | 20,800 | .02 |
| 209 | ALPENA | 14,400 | .01 |
| 210 | GLENDIVE | 8,000 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## PERSONS 12-24

US TOTAL 51,319,700

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,625,600 | 7.06 |
| 2 | LOS ANGELES | 2,579,400 | 5.03 |
| 3 | CHICAGO | 1,877,300 | 3.66 |
| 4 | PHILADELPHIA | 1,522,900 | 2.97 |
| 5 | BOSTON | 1,200,400 | 2.34 |
| 6 | DETROIT | 1,073,100 | 2.09 |
| 7 | SAN FRANCISCO | 1,072,200 | 2.09 |
| 8 | WASHINGTON, DC | 913,400 | 1.78 |
| 9 | CLEVELAND | 838,400 | 1.63 |
| 10 | HOUSTON | 834,900 | 1.63 |
| 11 | DALLAS-FT. WORTH | 832,100 | 1.62 |
| 12 | MINNEAPOLIS-ST. PAUL | 732,000 | 1.43 |
| 13 | PITTSBURGH | 716,400 | 1.40 |
| 14 | ATLANTA | 696,400 | 1.36 |
| 15 | SEATTLE-TACOMA | 629,300 | 1.23 |
| 16 | ST. LOUIS | 621,000 | 1.21 |
| 17 | DENVER | 552,200 | 1.08 |
| 18 | MIAMI | 551,200 | 1.07 |
| 19 | BALTIMORE | 538,900 | 1.05 |
| 20 | INDIANAPOLIS | 507,000 | .99 |
| 21 | SACRAMENTO-STOCKTON | 492,700 | .96 |
| 22 | HARTFORD-NEW HAVEN | 482,300 | .94 |
| 23 | SAN DIEGO | 480,900 | .94 |
| 24 | PHOENIX (FLAGSTAFF) | 473,400 | .92 |
| 25 | TAMPA-ST. PETERSBURG (SARASOTA) | 469,700 | .92 |
| 26 | PORTLAND, OR | 440,900 | .86 |
| 27 | CINCINNATI | 438,500 | .85 |
| 28 | MILWAUKEE | 426,000 | .83 |
| 29 | KANSAS CITY | 412,500 | .80 |
| 30 | RALEIGH-DURHAM | 409,200 | .80 |
| 31 | NEW ORLEANS | 408,000 | .80 |
| 32 | SALT LAKE CITY | 407,900 | .79 |
| 33 | NASHVILLE | 398,500 | .78 |
| 34 | MEMPHIS | 392,300 | .76 |
| 35 | CHARLOTTE | 390,700 | .76 |
| 36 | BUFFALO | 389,000 | .76 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 387,300 | .76 |
| 38 | COLUMBUS, OH | 375,800 | .73 |
| 39 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 364,400 | .71 |
| 40 | SAN ANTONIO | 351,300 | .68 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 345,200 | .67 |
| 42 | ORLANDO-DAYTONA BEACH | 341,900 | .67 |
| 43 | PROVIDENCE-NEW BEDFORD | 338,600 | .66 |
| 44 | OKLAHOMA CITY | 331,500 | .65 |
| 45 | LOUISVILLE | 331,000 | .64 |
| 46 | CHARLESTON-HUNTINGTON | 329,500 | .64 |
| 47 | FLINT-SAGINAW-BAY CITY | 311,900 | .61 |
| 48 | BIRMINGHAM | 293,100 | .57 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 287,900 | .56 |
| 50 | DAYTON | 285,600 | .56 |
| 51 | ALBANY-SCHENECTADY-TROY | 280,400 | .55 |
| 52 | RICHMOND (CHARLOTTESVILLE) | 278,100 | .54 |
| 53 | GREENSBORO-WINSTON SALEM-HIGH POINT | 276,700 | .54 |
| 54 | MOBILE-PENSACOLA | 272,200 | .53 |
| 55 | LITTLE ROCK | 269,600 | .53 |
| 56 | SHREVEPORT-TEXARKANA | 266,800 | .52 |
| 57 | TOLEDO | 262,900 | .51 |
| 58 | WILKES BARRE-SCRANTON | 260,900 | .51 |
| 59 | KNOXVILLE | 259,200 | .51 |
| 60 | SYRACUSE | 251,200 | .49 |
| 61 | FRESNO | 248,200 | .48 |
| 62 | ALBUQUERQUE | 242,700 | .47 |
| 63 | TULSA | 236,200 | .46 |
| 64 | JACKSONVILLE | 235,700 | .46 |
| 65 | WICHITA-HUTCHINSON | 232,300 | .45 |
| 66 | ROANOKE-LYNCHBURG | 229,400 | .45 |
| 67 | GREEN BAY | 228,000 | .44 |
| 68 | DES MOINES | 218,000 | .42 |
| 69 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 215,400 | .42 |
| 70 | ROCHESTER, NY | 214,100 | .42 |
| 71 | SPRINGFIELD-DECATUR-CHAMPAIGN | 212,000 | .41 |
| 72 | OMAHA | 202,900 | .40 |
| 73 | LEXINGTON | 197,700 | .39 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 197,600 | .39 |
| 75 | SPOKANE | 196,600 | .38 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 196,400 | .38 |
| 77 | COLUMBIA, SC | 190,400 | .37 |
| 78 | BATON ROUGE | 188,800 | .37 |
| 79 | JACKSON, MS | 181,900 | .35 |
| 80 | AUSTIN, TX | 181,400 | .35 |
| 81 | WACO-TEMPLE | 179,400 | .35 |
| 82 | JOHNSTOWN-ALTOONA | 178,500 | .35 |
| 83 | PORTLAND-POLAND SPRING | 175,000 | .34 |
| 84 | CHATTANOOGA | 174,600 | .34 |
| 85 | GREENVILLE-NEW BERN-WASHINGTON | 171,700 | .33 |
| 86 | SOUTH BEND-ELKHART | 171,300 | .33 |
| 87 | BURLINGTON-PLATTSBURGH | 165,800 | .32 |
| 88 | LANSING | 163,300 | .32 |
| 89 | EL PASO | 162,800 | .32 |
| 90 | YOUNGSTOWN | 162,500 | .32 |
| 91 | SPRINGFIELD, MO | 161,900 | .32 |
| 92 | BRISTOL-KINGSPORT-JOHNSON CITY | 161,400 | .31 |
| 93 | TUCSON | 159,100 | .31 |
| 94 | HUNTSVILLE-DECATUR-FLORENCE | 156,300 | .30 |
| 95 | EVANSVILLE | 154,800 | .30 |
| 96 | WEST PALM BEACH | 154,300 | .30 |
| 97 | SPRINGFIELD, MA | 154,200 | .30 |
| 98 | FT. WAYNE | 150,700 | .29 |
| 99 | LINCOLN-HASTINGS-KEARNEY | 150,100 | .29 |
| 100 | SAVANNAH | 145,600 | .28 |
| 101 | CHARLESTON, SC | 145,500 | .28 |
| 102 | SIOUX FALLS-MITCHELL | 141,400 | .28 |
| 103 | AUGUSTA | 141,200 | .28 |
| 104 | COLUMBUS, GA | 140,900 | .27 |
| 105 | MCALLEN-BROWNSVILLE (LRGV) | 139,000 | .27 |
| 106 | LAFAYETTE, LA | 137,700 | .27 |
| 107 | PEORIA | 136,100 | .27 |
| 108 | MONROE-EL DORADO | 132,800 | .26 |
| 109 | MADISON | 131,800 | .26 |
| 110 | COLORADO SPRINGS-PUEBLO | 131,000 | .26 |
| 111 | FARGO | 130,300 | .25 |
| 112 | SALINAS-MONTEREY | 120,700 | .24 |
| 113 | LAS VEGAS | 115,200 | .22 |
| 114 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 114,900 | .22 |
| 115 | ROCKFORD | 114,000 | .22 |
| 116 | TALLAHASSEE | 113,600 | .22 |
| 117 | MONTGOMERY | 112,800 | .22 |
| 118 | LUBBOCK | 110,800 | .22 |
| 119 | CORPUS CHRISTI | 107,700 | .21 |
| 120 | LA CROSSE-EAU CLAIRE | 105,400 | .21 |
| 121 | AMARILLO | 104,700 | .20 |
| 122 | BEAUMONT-PORT ARTHUR | 102,600 | .20 |
| 123 | DULUTH-SUPERIOR | 102,300 | .20 |
| 124 | WICHITA FALLS-LAWTON | 102,200 | .20 |
| 125 | WAUSAU-RHINELANDER | 101,800 | .20 |
| 125 | YAKIMA | 101,800 | .20 |
| 127 | MACON | 99,500 | .19 |
| 128 | COLUMBIA-JEFFERSON CITY | 97,400 | .19 |
| 129 | EUGENE | 96,000 | .19 |
| 130 | BINGHAMTON | 95,100 | .19 |
| 131 | BOISE | 94,900 | .18 |
| 132 | TERRE HAUTE | 94,800 | .18 |
| 133 | COLUMBUS-TUPELO | 94,300 | .18 |
| 134 | BLUEFIELD-BECKLEY-OAK HILL | 92,700 | .18 |
| 135 | JOPLIN-PITTSBURG | 92,100 | .18 |
| 136 | TRAVERSE CITY-CADILLAC | 89,700 | .17 |
| 137 | TOPEKA | 89,600 | .17 |
| 138 | MINOT-BISMARCK-DICKINSON | 88,800 | .17 |
| 139 | WHEELING-STEUBENVILLE | 88,700 | .17 |
| 140 | FLORENCE, SC | 88,600 | .17 |
| 141 | ALBANY, GA | 87,800 | .17 |
| 142 | SIOUX CITY | 87,700 | .17 |
| 143 | RENO | 85,800 | .17 |
| 144 | ODESSA-MIDLAND | 85,000 | .17 |
| 145 | ERIE | 84,500 | .16 |
| 146 | FT. SMITH | 80,800 | .16 |
| 147 | BAKERSFIELD | 80,100 | .16 |
| 147 | WILMINGTON | 80,100 | .16 |
| 149 | ROCHESTER-MASON CITY-AUSTIN | 80,000 | .16 |
| 150 | CHICO-REDDING | 77,400 | .15 |
| 151 | IDAHO FALLS-POCATELLO | 75,100 | .15 |
| 152 | MISSOULA-BUTTE | 73,800 | .14 |
| 153 | BANGOR | 71,700 | .14 |
| 154 | QUINCY-HANNIBAL | 69,900 | .14 |
| 155 | LAKE CHARLES | 69,300 | .14 |
| 156 | FT. MYERS-NAPLES | 68,700 | .13 |
| 157 | UTICA | 65,500 | .13 |
| 158 | ABILENE-SWEETWATER | 64,500 | .13 |
| 159 | RAPID CITY | 62,400 | .12 |
| 160 | GAINESVILLE | 61,000 | .12 |
| 161 | DOTHAN | 60,800 | .12 |
| 162 | MEDFORD | 60,100 | .12 |
| 163 | LAUREL-HATTIESBURG | 59,400 | .12 |
| 164 | WATERTOWN-CARTHAGE | 56,800 | .11 |
| 165 | TYLER | 56,300 | .11 |
| 166 | GREENWOOD-GREENVILLE | 53,200 | .10 |
| 167 | ELMIRA | 50,800 | .10 |
| 168 | ALEXANDRIA, MN | 49,900 | .10 |
| 169 | SALISBURY | 47,900 | .09 |
| 170 | MERIDIAN | 46,600 | .09 |
| 171 | BILLINGS-HARDIN | 46,000 | .09 |
| 172 | ALEXANDRIA, LA | 45,800 | .09 |
| 173 | CLARKSBURG-WESTON | 45,200 | .09 |
| 174 | BILOXI-GULFPORT-PASCAGOULA | 44,700 | .09 |
| 175 | EL CENTRO-YUMA | 43,700 | .09 |
| 176 | MARQUETTE | 41,900 | .08 |
| 177 | LAFAYETTE, IN | 41,800 | .08 |
| 178 | JONESBORO | 39,700 | .08 |
| 179 | GREAT FALLS | 39,400 | .08 |
| 180 | TUSCALOOSA | 39,200 | .08 |
| 181 | PANAMA CITY | 38,200 | .07 |
| 182 | BOWLING GREEN | 37,900 | .07 |
| 183 | ARDMORE-ADA | 37,700 | .07 |
| 184 | CASPER-RIVERTON | 37,200 | .07 |
| 185 | ROSWELL | 34,100 | .07 |
| 186 | EUREKA | 32,000 | .06 |
| 186 | JACKSON, TN | 32,000 | .06 |
| 188 | ANNISTON | 31,800 | .06 |
| 189 | GRAND JUNCTION | 29,700 | .06 |
| 190 | CHEYENNE | 28,900 | .06 |
| 191 | PALM SPRINGS | 28,800 | .06 |
| 191 | ST. JOSEPH | 28,800 | .06 |
| 193 | HARRISONBURG | 28,500 | .06 |
| 194 | LAREDO | 27,900 | .05 |
| 195 | LIMA | 24,400 | .05 |
| 196 | SAN ANGELO | 24,200 | .05 |
| 197 | MANKATO | 23,800 | .05 |
| 198 | PARKERSBURG | 22,900 | .04 |
| 199 | FARMINGTON | 21,500 | .04 |
| 200 | PRESQUE ISLE | 21,000 | .04 |
| 201 | ZANESVILLE | 18,900 | .04 |
| 202 | OTTUMWA-KIRKSVILLE | 17,900 | .03 |
| 203 | VICTORIA | 17,000 | .03 |
| 204 | TWIN FALLS | 15,500 | .03 |
| 205 | BEND | 13,500 | .03 |
| 206 | SELMA | 12,600 | .02 |
| 207 | HELENA | 10,800 | .02 |
| 208 | NORTH PLATTE | 9,800 | .02 |
| 209 | ALPENA | 7,900 | .02 |
| 210 | GLENDIVE | 3,900 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## PERSONS 12-34

US TOTAL 90,274,400

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 6,499,800 | 7.20 |
| 2 | LOS ANGELES | 4,704,500 | 5.21 |
| 3 | CHICAGO | 3,333,100 | 3.69 |
| 4 | PHILADELPHIA | 2,636,100 | 2.92 |
| 5 | BOSTON | 2,116,400 | 2.34 |
| 6 | SAN FRANCISCO | 2,071,100 | 2.29 |
| 7 | DETROIT | 1,893,000 | 2.10 |
| 8 | WASHINGTON, DC | 1,703,700 | 1.89 |
| 9 | HOUSTON | 1,581,700 | 1.75 |
| 10 | DALLAS-FT. WORTH | 1,519,300 | 1.68 |
| 11 | CLEVELAND | 1,467,600 | 1.63 |
| 12 | MINNEAPOLIS-ST. PAUL | 1,295,000 | 1.43 |
| 13 | ATLANTA | 1,281,100 | 1.42 |
| 14 | PITTSBURGH | 1,236,400 | 1.37 |
| 15 | SEATTLE-TACOMA | 1,179,000 | 1.31 |
| 16 | ST. LOUIS | 1,079,900 | 1.20 |
| 17 | DENVER | 1,056,900 | 1.17 |
| 18 | MIAMI | 1,002,800 | 1.11 |
| 19 | BALTIMORE | 957,600 | 1.06 |
| 20 | SACRAMENTO-STOCKTON | 894,600 | .99 |
| 21 | INDIANAPOLIS | 877,100 | .97 |
| 22 | HARTFORD-NEW HAVEN | 850,800 | .94 |
| 23 | SAN DIEGO | 850,700 | .94 |
| 24 | PORTLAND, OR | 841,300 | .93 |
| 25 | PHOENIX (FLAGSTAFF) | 831,900 | .92 |
| 26 | TAMPA-ST. PETERSBURG (SARASOTA) | 827,800 | .92 |
| 27 | CINCINNATI | 757,000 | .84 |
| 28 | MILWAUKEE | 745,000 | .83 |
| 29 | KANSAS CITY | 732,800 | .81 |
| 30 | NEW ORLEANS | 713,700 | .79 |
| 31 | RALEIGH-DURHAM | 709,200 | .78 |
| 32 | SALT LAKE CITY | 701,700 | .78 |
| 33 | NASHVILLE | 698,000 | .77 |
| 34 | CHARLOTTE | 693,900 | .77 |
| 35 | MEMPHIS | 666,500 | .74 |
| 36 | COLUMBUS, OH | 662,600 | .73 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 660,600 | .73 |
| 38 | BUFFALO | 654,800 | .73 |
| 39 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 616,600 | .68 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 604,300 | .67 |
| 41 | SAN ANTONIO | 596,000 | .66 |
| 42 | LOUISVILLE | 583,000 | .65 |
| 43 | ORLANDO-DAYTONA BEACH | 582,200 | .64 |
| 44 | PROVIDENCE-NEW BEDFORD | 581,400 | .64 |
| 45 | OKLAHOMA CITY | 577,200 | .64 |
| 46 | CHARLESTON-HUNTINGTON | 571,100 | .63 |
| 47 | FLINT-SAGINAW-BAY CITY | 522,200 | .58 |
| 48 | BIRMINGHAM | 516,100 | .57 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 509,400 | .56 |
| 50 | DAYTON | 499,100 | .55 |
| 51 | RICHMOND (CHARLOTTESVILLE) | 495,400 | .55 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 491,700 | .54 |
| 53 | ALBANY-SCHENECTADY-TROY | 483,300 | .54 |
| 54 | LITTLE ROCK | 467,400 | .52 |
| 55 | MOBILE-PENSACOLA | 462,000 | .51 |
| 56 | KNOXVILLE | 454,200 | .50 |
| 57 | SHREVEPORT-TEXARKANA | 452,400 | .50 |
| 58 | TOLEDO | 449,300 | .50 |
| 59 | WILKES BARRE-SCRANTON | 447,100 | .50 |
| 60 | FRESNO | 432,300 | .48 |
| 61 | ALBUQUERQUE | 426,000 | .47 |
| 62 | TULSA | 423,300 | .47 |
| 63 | JACKSONVILLE | 416,300 | .46 |
| 64 | SYRACUSE | 415,900 | .46 |
| 65 | WICHITA-HUTCHINSON | 407,200 | .45 |
| 66 | ROANOKE-LYNCHBURG | 392,200 | .43 |
| 67 | GREEN BAY | 385,700 | .43 |
| 68 | DES MOINES | 379,600 | .42 |
| 69 | ROCHESTER, NY | 372,900 | .41 |
| 70 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 361,000 | .40 |
| 71 | SPRINGFIELD-DECATUR-CHAMPAIGN | 358,100 | .40 |
| 72 | OMAHA | 356,000 | .39 |
| 73 | SPOKANE | 348,200 | .39 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 344,200 | .38 |
| 75 | LEXINGTON | 340,800 | .38 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 329,700 | .36 |
| 77 | COLUMBIA, SC | 325,000 | .36 |
| 78 | BATON ROUGE | 322,000 | .36 |
| 79 | AUSTIN, TX | 310,900 | .35 |
| 80 | PORTLAND-POLAND SPRING | 311,900 | .35 |
| 81 | CHATTANOOGA | 309,500 | .34 |
| 82 | JACKSON, MS | 305,400 | .34 |
| 83 | SOUTH BEND-ELKHART | 299,400 | .33 |
| 84 | JOHNSTOWN-ALTOONA | 293,100 | .32 |
| 85 | BRISTOL-KINGSPORT-JOHNSON CITY | 285,600 | .32 |
| 86 | BURLINGTON-PLATTSBURGH | 282,500 | .31 |
| 87 | YOUNGSTOWN | 282,200 | .31 |
| 88 | TUCSON | 281,000 | .31 |
| 89 | WEST PALM BEACH | 279,000 | .31 |
| 90 | LANSING | 277,800 | .31 |
| 91 | WACO-TEMPLE | 277,000 | .31 |
| 92 | GREENVILLE-NEW BERN-WASHINGTON | 275,800 | .31 |
| 93 | SPRINGFIELD, MO | 268,500 | .30 |
| 94 | EVANSVILLE | 268,200 | .30 |
| 95 | EL PASO | 267,700 | .30 |
| 96 | HUNTSVILLE-DECATUR-FLORENCE | 265,500 | .29 |
| 97 | FT. WAYNE | 263,900 | .29 |
| 98 | SPRINGFIELD, MA | 258,400 | .29 |
| 99 | LINCOLN-HASTINGS-KEARNEY | 258,000 | .29 |
| 100 | CHARLESTON, SC | 247,900 | .27 |
| 101 | SAVANNAH | 242,100 | .27 |
| 102 | AUGUSTA | 240,500 | .27 |
| 103 | SIOUX FALLS-MITCHELL | 235,000 | .26 |
| 104 | PEORIA | 234,200 | .26 |
| 105 | MADISON | 233,900 | .26 |
| 106 | COLORADO SPRINGS-PUEBLO | 228,200 | .25 |
| 107 | COLUMBUS, GA | 227,300 | .25 |
| 108 | MCALLEN-BROWNSVILLE (LRGV) | 227,100 | .25 |
| 109 | LAFAYETTE, LA | 224,600 | .25 |
| 110 | SALINAS-MONTEREY | 224,200 | .25 |
| 111 | FARGO | 216,000 | .24 |
| 112 | MONROE-EL DORADO | 214,000 | .24 |
| 113 | LAS VEGAS | 211,200 | .23 |
| 114 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 199,600 | .22 |
| 115 | ROCKFORD | 199,400 | .22 |
| 116 | TALLAHASSEE | 190,700 | .21 |
| 117 | MONTGOMERY | 187,500 | .21 |
| 118 | CORPUS CHRISTI | 183,800 | .20 |
| 119 | YAKIMA | 182,800 | .20 |
| 120 | AMARILLO | 181,500 | .20 |
| 121 | EUGENE | 180,300 | .20 |
| 122 | LUBBOCK | 179,100 | .20 |
| 123 | DULUTH-SUPERIOR | 177,000 | .20 |
| 124 | BEAUMONT-PORT ARTHUR | 175,200 | .19 |
| 125 | LA CROSSE-EAU CLAIRE | 173,100 | .19 |
| 126 | BOISE | 172,500 | .19 |
| 127 | WICHITA FALLS-LAWTON | 169,800 | .19 |
| 128 | WAUSAU-RHINELANDER | 168,900 | .19 |
| 129 | MACON | 168,700 | .19 |
| 130 | BLUEFIELD-BECKLEY-OAK HILL | 164,900 | .18 |
| 131 | RENO | 164,100 | .18 |
| 132 | COLUMBIA-JEFFERSON CITY | 162,700 | .18 |
| 133 | TERRE HAUTE | 159,800 | .18 |
| 134 | BINGHAMTON | 158,100 | .18 |
| 135 | JOPLIN-PITTSBURG | 156,600 | .17 |
| 136 | WHEELING-STEUBENVILLE | 155,900 | .17 |
| 137 | TRAVERSE CITY-CADILLAC | 154,300 | .17 |
| 138 | COLUMBUS-TUPELO | 153,900 | .17 |
| 139 | FLORENCE, SC | 153,800 | .17 |
| 140 | MINOT-BISMARCK-DICKINSON | 151,300 | .17 |
| 141 | TOPEKA | 150,200 | .17 |
| 142 | ALBANY, GA | 149,000 | .17 |
| 143 | SIOUX CITY | 148,600 | .16 |
| 144 | ODESSA-MIDLAND | 148,100 | .16 |
| 145 | ERIE | 143,100 | .16 |
| 146 | BAKERSFIELD | 141,000 | .16 |
| 147 | WILMINGTON | 139,100 | .15 |
| 148 | ROCHESTER-MASON CITY-AUSTIN | 137,400 | .15 |
| 149 | FT. SMITH | 137,100 | .15 |
| 150 | CHICO-REDDING | 136,700 | .15 |
| 151 | MISSOULA-BUTTE | 131,100 | .15 |
| 152 | IDAHO FALLS-POCATELLO | 128,200 | .14 |
| 153 | BANGOR | 122,400 | .14 |
| 154 | FT. MYERS-NAPLES | 121,700 | .13 |
| 155 | QUINCY-HANNIBAL | 116,000 | .13 |
| 156 | LAKE CHARLES | 114,400 | .13 |
| 157 | MEDFORD | 113,100 | .13 |
| 158 | RAPID CITY | 110,600 | .12 |
| 159 | UTICA | 106,800 | .12 |
| 160 | ABILENE-SWEETWATER | 106,400 | .12 |
| 161 | [illegible]THAN | 104,700 | .12 |
| 162 | GAINESVILLE | 99,400 | .11 |
| 163 | TYLER | 98,900 | .11 |
| 164 | LAUREL-HATTIESBURG | 97,400 | .11 |
| 165 | WATERTOWN-CARTHAGE | 89,000 | .10 |
| 166 | ELMIRA | 85,700 | .09 |
| 167 | BILLINGS-HARDIN | 83,700 | .09 |
| 168 | GREENWOOD-GREENVILLE | 83,200 | .09 |
| 169 | SALISBURY | 82,200 | .09 |
| 170 | ALEXANDRIA, MN | 80,400 | .09 |
| 171 | CLARKSBURG-WESTON | 77,600 | .09 |
| 172 | MERIDIAN | 77,200 | .09 |
| 173 | ALEXANDRIA, LA | 75,500 | .08 |
| 174 | BILOXI-GULFPORT-PASCAGOULA | 73,000 | .08 |
| 175 | EL CENTRO-YUMA | 71,800 | .08 |
| 176 | CASPER-RIVERTON | 68,900 | .08 |
| 177 | GREAT FALLS | 67,900 | .08 |
| 178 | MARQUETTE | 67,400 | .07 |
| 179 | JONESBORO | 66,600 | .07 |
| 180 | PANAMA CITY | 64,100 | .07 |
| 181 | ARDMORE-ADA | 63,100 | .07 |
| 182 | TUSCALOOSA | 62,700 | .07 |
| 183 | LAFAYETTE, IN | 62,500 | .07 |
| 184 | BOWLING GREEN | 61,700 | .07 |
| 185 | EUREKA | 59,300 | .07 |
| 186 | ROSWELL | 57,400 | .06 |
| 187 | JACKSON, TN | 56,000 | .06 |
| 188 | GRAND JUNCTION | 55,700 | .06 |
| 189 | ANNISTON | 51,900 | .06 |
| 190 | CHEYENNE | 51,500 | .06 |
| 191 | PALM SPRINGS | 51,100 | .06 |
| 192 | ST. JOSEPH | 47,300 | .05 |
| 193 | HARRISONBURG | 46,000 | .05 |
| 194 | LAREDO | 44,800 | .05 |
| 195 | LIMA | 42,200 | .05 |
| 196 | SAN ANGELO | 40,400 | .04 |
| 197 | PARKERSBURG | 38,900 | .04 |
| 198 | MANKATO | 38,200 | .04 |
| 199 | FARMINGTON | 36,500 | .04 |
| 200 | PRESQUE ISLE | 35,100 | .04 |
| 201 | ZANESVILLE | 31,500 | .03 |
| 202 | VICTORIA | 29,500 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 28,600 | .03 |
| 204 | TWIN FALLS | 27,300 | .03 |
| 205 | BEND | 26,900 | .03 |
| 206 | SELMA | 20,200 | .02 |
| 207 | HELENA | 19,900 | .02 |
| 208 | NORTH PLATTE | 17,300 | .02 |
| 209 | ALPENA | 12,500 | .01 |
| 210 | GLENDIVE | 6,800 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## PERSONS 18-34

US TOTAL 68,426,400

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 4,836,600 | 7.07 |
| 2 | LOS ANGELES | 3,655,900 | 5.34 |
| 3 | CHICAGO | 2,513,500 | 3.67 |
| 4 | PHILADELPHIA | 1,970,300 | 2.88 |
| 5 | SAN FRANCISCO | 1,631,200 | 2.38 |
| 6 | BOSTON | 1,609,600 | 2.35 |
| 7 | DETROIT | 1,417,800 | 2.07 |
| 8 | WASHINGTON, DC | 1,300,500 | 1.90 |
| 9 | HOUSTON | 1,237,400 | 1.81 |
| 10 | DALLAS-FT. WORTH | 1,169,900 | 1.71 |
| 11 | CLEVELAND | 1,094,300 | 1.60 |
| 12 | MINNEAPOLIS-ST. PAUL | 985,900 | 1.44 |
| 13 | ATLANTA | 976,300 | 1.43 |
| 14 | PITTSBURGH | 931,900 | 1.36 |
| 15 | SEATTLE-TACOMA | 926,800 | 1.35 |
| 16 | DENVER | 843,200 | 1.23 |
| 17 | ST. LOUIS | 798,300 | 1.17 |
| 18 | MIAMI | 765,000 | 1.12 |
| 19 | BALTIMORE | 719,800 | 1.05 |
| 20 | SACRAMENTO-STOCKTON | 689,500 | 1.01 |
| 21 | SAN DIEGO | 689,400 | 1.01 |
| 22 | INDIANAPOLIS | 659,700 | .96 |
| 23 | PORTLAND, OR | 654,600 | .96 |
| 24 | HARTFORD-NEW HAVEN | 641,900 | .94 |
| 25 | PHOENIX (FLAGSTAFF) | 632,800 | .92 |
| 26 | TAMPA-ST. PETERSBURG (SARASOTA) | 620,200 | .91 |
| 27 | CINCINNATI | 566,700 | .83 |
| 28 | KANSAS CITY | 561,100 | .82 |
| 29 | MILWAUKEE | 557,200 | .81 |
| 30 | RALEIGH-DURHAM | 549,700 | .80 |
| 31 | SALT LAKE CITY | 537,300 | .79 |
| 32 | NEW ORLEANS | 534,900 | .78 |
| 33 | NASHVILLE | 531,500 | .78 |
| 34 | CHARLOTTE | 519,800 | .76 |
| 35 | COLUMBUS, OH | 512,000 | .75 |
| 36 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 498,600 | .73 |
| 37 | MEMPHIS | 491,700 | .72 |
| 38 | BUFFALO | 482,900 | .71 |
| 39 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 478,700 | .70 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 452,400 | .66 |
| 41 | OKLAHOMA CITY | 448,800 | .66 |
| 42 | SAN ANTONIO | 439,400 | .64 |
| 43 | LOUISVILLE | 438,900 | .64 |
| 44 | PROVIDENCE-NEW BEDFORD | 435,500 | .64 |
| 45 | ORLANDO-DAYTONA BEACH | 435,400 | .64 |
| 46 | CHARLESTON-HUNTINGTON | 426,800 | .62 |
| 47 | BIRMINGHAM | 385,800 | .56 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 384,800 | .56 |
| 49 | FLINT-SAGINAW-BAY CITY | 381,300 | .56 |
| 50 | RICHMOND (CHARLOTTESVILLE) | 379,400 | .55 |
| 51 | DAYTON | 372,200 | .54 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 370,000 | .54 |
| 53 | ALBANY-SCHENECTADY-TROY | 359,000 | .52 |
| 54 | LITTLE ROCK | 347,300 | .51 |
| 55 | MOBILE-PENSACOLA | 342,700 | .50 |
| 56 | KNOXVILLE | 339,400 | .50 |
| 56 | TOLEDO | 339,400 | .50 |
| 58 | SHREVEPORT-TEXARKANA | 334,000 | .49 |
| 59 | WILKES BARRE-SCRANTON | 331,100 | .48 |
| 60 | FRESNO | 329,600 | .48 |
| 61 | TULSA | 318,400 | .47 |
| 62 | ALBUQUERQUE | 317,400 | .46 |
| 63 | SYRACUSE | 315,800 | .46 |
| 64 | JACKSONVILLE | 311,700 | .46 |
| 65 | WICHITA-HUTCHINSON | 310,900 | .45 |
| 66 | ROANOKE-LYNCHBURG | 297,900 | .44 |
| 67 | DES MOINES | 287,800 | .42 |
| 68 | ROCHESTER, NY | 281,000 | .41 |
| 69 | SPRINGFIELD-DECATUR-CHAMPAIGN | 280,700 | .41 |
| 70 | GREEN BAY | 280,400 | .41 |
| 71 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 273,300 | .40 |
| 72 | SPOKANE | 266,400 | .39 |
| 73 | OMAHA | 265,500 | .39 |
| 74 | LEXINGTON | 261,600 | .38 |
| 75 | AUSTIN, TX | 259,700 | .38 |
| 76 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 254,100 | .37 |
| 77 | COLUMBIA, SC | 249,700 | .36 |
| 78 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 249,000 | .36 |
| 79 | BATON ROUGE | 244,900 | .36 |
| 80 | CHATTANOOGA | 231,500 | .34 |
| 81 | PORTLAND-POLAND SPRING | 231,000 | .34 |
| 82 | WACO-TEMPLE | 226,400 | .33 |
| 83 | JACKSON, MS | 223,100 | .33 |
| 84 | SOUTH BEND-ELKHART | 222,900 | .33 |
| 85 | JOHNSTOWN-ALTOONA | 222,200 | .32 |
| 86 | TUCSON | 218,200 | .32 |
| 87 | LANSING | 218,000 | .32 |
| 88 | GREENVILLE-NEW BERN-WASHINGTON | 216,400 | .32 |
| 89 | BURLINGTON-PLATTSBURGH | 215,200 | .31 |
| 90 | BRISTOL-KINGSPORT-JOHNSON CITY | 212,000 | .31 |
| 91 | WEST PALM BEACH | 211,000 | .31 |
| 92 | YOUNGSTOWN | 209,500 | .31 |
| 93 | SPRINGFIELD, MO | 201,700 | .29 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 199,900 | .29 |
| 95 | EVANSVILLE | 199,700 | .29 |
| 96 | SPRINGFIELD, MA | 199,000 | .29 |
| 97 | EL PASO | 198,900 | .29 |
| 98 | FT. WAYNE | 198,400 | .29 |
| 99 | HUNTSVILLE-DECATUR-FLORENCE | 194,700 | .28 |
| 100 | CHARLESTON, SC | 189,600 | .28 |
| 101 | SAVANNAH | 185,000 | .27 |
| 102 | MADISON | 184,700 | .27 |
| 103 | PEORIA | 181,500 | .27 |
| 104 | SALINAS-MONTEREY | 180,400 | .26 |
| 105 | AUGUSTA | 178,400 | .26 |
| 106 | COLORADO SPRINGS-PUEBLO | 176,300 | .26 |
| 107 | SIOUX FALLS-MITCHELL | 174,200 | .25 |
| 108 | COLUMBUS, GA | 172,800 | .25 |
| 109 | FARGO | 166,900 | .24 |
| 110 | LAS VEGAS | 163,000 | .24 |
| 111 | LAFAYETTE, LA | 162,900 | .24 |
| 112 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 162,500 | .24 |
| 113 | MCALLEN-BROWNSVILLE (LRGV) | 155,500 | .23 |
| 114 | MONROE-EL DORADO | 154,900 | .23 |
| 115 | TALLAHASSEE | 147,300 | .22 |
| 116 | ROCKFORD | 146,900 | .21 |
| 117 | EUGENE | 141,500 | .21 |
| 118 | YAKIMA | 138,600 | .20 |
| 119 | MONTGOMERY | 137,400 | .20 |
| 120 | LUBBUCK | 137,100 | .20 |
| 121 | AMARILLO | 136,300 | .20 |
| 122 | CORPUS CHRISTI | 135,400 | .20 |
| 123 | BOISE | 131,600 | .19 |
| 124 | DULUTH-SUPERIOR | 131,500 | .19 |
| 124 | LA CROSSE-EAU CLAIRE | 131,500 | .19 |
| 126 | WICHITA FALLS-LAWTON | 131,200 | .19 |
| 127 | BEAUMONT-PORT ARTHUR | 128,900 | .19 |
| 128 | RENO | 128,700 | .19 |
| 129 | COLUMBIA-JEFFERSON CITY | 128,400 | .19 |
| 130 | MACON | 123,800 | .18 |
| 131 | BLUEFIELD-BECKLEY-OAK HILL | 123,000 | .18 |
| 132 | WAUSAU-RHINELANDER | 121,800 | .18 |
| 133 | TOPEKA | 120,800 | .18 |
| 134 | TERRE HAUTE | 120,000 | .18 |
| 135 | JOPLIN-PITTSBURG | 115,700 | .17 |
| 135 | WHEELING-STEUBENVILLE | 115,700 | .17 |
| 137 | BINGHAMTON | 115,100 | .17 |
| 138 | COLUMBUS-TUPELO | 113,600 | .17 |
| 139 | MINOT-BISMARCK-DICKINSON | 112,300 | .16 |
| 140 | FLORENCE, SC | 112,200 | .16 |
| 141 | ODESSA-MIDLAND | 111,500 | .16 |
| 142 | SIOUX CITY | 111,400 | .16 |
| 143 | TRAVERSE CITY-CADILLAC | 110,200 | .16 |
| 144 | ALBANY, GA | 107,900 | .16 |
| 145 | ERIE | 107,200 | .16 |
| 146 | BAKERSFIELD | 106,700 | .16 |
| 147 | CHICO-REDDING | 104,900 | .15 |
| 148 | FT. SMITH | 103,200 | .15 |
| 149 | MISSOULA-BUTTE | 101,400 | .15 |
| 149 | WILMINGTON | 101,400 | .15 |
| 151 | ROCHESTER-MASON CITY-AUSTIN | 101,000 | .15 |
| 152 | IDAHO FALLS-POCATELLO | 96,300 | .14 |
| 153 | BANGOR | 91,700 | .13 |
| 154 | FT. MYERS-NAPLES | 89,900 | .13 |
| 155 | LAKE CHARLES | 87,400 | .13 |
| 156 | QUINCY-HANNIBAL | 87,300 | .13 |
| 157 | MEDFORD | 84,900 | .12 |
| 158 | RAPID CITY | 84,700 | .12 |
| 159 | GAINESVILLE | 83,500 | .12 |
| 160 | ABILENE-SWEETWATER | 79,700 | .12 |
| 161 | UTICA | 78,600 | .11 |
| 162 | DOTHAN | 77,300 | .11 |
| 163 | TYLER | 73,500 | .11 |
| 164 | LAUREL-HATTIESBURG | 72,500 | .11 |
| 165 | WATERTOWN-CARTHAGE | 65,100 | .10 |
| 166 | BILLINGS-HARDIN | 63,400 | .09 |
| 167 | ELMIRA | 62,100 | .09 |
| 168 | SALISBURY | 60,700 | .09 |
| 169 | CLARKSBURG-WESTON | 58,600 | .09 |
| 170 | GREENWOOD-GREENVILLE | 57,800 | .08 |
| 171 | ALEXANDRIA, MN | 57,100 | .08 |
| 172 | MERIDIAN | 56,100 | .08 |
| 173 | BILOXI-GULFPORT-PASCAGOULA | 55,900 | .08 |
| 174 | LAFAYETTE, IN | 53,900 | .08 |
| 175 | ALEXANDRIA, LA | 53,700 | .08 |
| 175 | CASPER-RIVERTON | 53,700 | .08 |
| 177 | MARQUETTE | 52,900 | .08 |
| 178 | EL CENTRO-YUMA | 52,100 | .08 |
| 179 | GREAT FALLS | 50,400 | .07 |
| 180 | TUSCALOOSA | 50,100 | .07 |
| 181 | JONESBORO | 49,100 | .07 |
| 182 | BOWLING GREEN | 47,700 | .07 |
| 183 | EUREKA | 47,500 | .07 |
| 184 | PANAMA CITY | 47,100 | .07 |
| 185 | ARDMORE-ADA | 46,000 | .07 |
| 186 | GRAND JUNCTION | 42,800 | .06 |
| 187 | JACKSON, TN | 41,900 | .06 |
| 188 | ROSWELL | 41,700 | .06 |
| 189 | ANNISTON | 40,300 | .06 |
| 190 | CHEYENNE | 39,200 | .06 |
| 191 | PALM SPRINGS | 38,200 | .06 |
| 192 | HARRISONBURG | 36,600 | .05 |
| 193 | ST. JOSEPH | 35,600 | .05 |
| 194 | [illegible]HA | 31,200 | .05 |
| 194 | [illegible]N ANGELO | 31,200 | .05 |
| 196 | LAREDO | 30,900 | .05 |
| 197 | MANKATO | 30,300 | .04 |
| 198 | PARKERSBURG | 28,700 | .04 |
| 199 | FARMINGTON | 26,700 | .04 |
| 200 | PRESQUE ISLE | 25,500 | .04 |
| 201 | ZANESVILLE | 22,900 | .03 |
| 202 | OTTUMWA-KIRKSVILLE | 22,200 | .03 |
| 203 | VICTORIA | 22,000 | .03 |
| 204 | BEND | 20,300 | .03 |
| 205 | TWIN FALLS | 20,400 | .03 |
| 206 | HELENA | 15,100 | .02 |
| 207 | SELMA | 14,000 | .02 |
| 208 | NORTH PLATTE | 13,000 | .02 |
| 209 | ALPENA | 8,700 | .01 |
| 210 | GLENDIVE | 9,100 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## WOMEN 18+

US TOTAL 87,911,100

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 7,072,900 | 8.05 |
| 2 | LOS ANGELES | 4,413,600 | 5.02 |
| 3 | CHICAGO | 3,193,200 | 3.63 |
| 4 | PHILADELPHIA | 2,734,100 | 3.11 |
| 5 | BOSTON | 2,117,600 | 2.41 |
| 6 | SAN FRANCISCO | 2,001,300 | 2.28 |
| 7 | DETROIT | 1,768,700 | 2.01 |
| 8 | WASHINGTON, DC | 1,589,400 | 1.81 |
| 9 | CLEVELAND | 1,483,300 | 1.69 |
| 10 | DALLAS-FT. WORTH | 1,426,000 | 1.62 |
| 11 | PITTSBURGH | 1,331,700 | 1.51 |
| 12 | HOUSTON | 1,303,600 | 1.48 |
| 13 | MIAMI | 1,242,900 | 1.41 |
| 14 | ATLANTA | 1,180,800 | 1.34 |
| 15 | MINNEAPOLIS-ST. PAUL | 1,175,000 | 1.34 |
| 16 | TAMPA-ST. PETERSBURG (SARASOTA) | 1,108,300 | 1.26 |
| 17 | ST. LOUIS | 1,108,100 | 1.26 |
| 18 | SEATTLE-TACOMA | 1,086,000 | 1.24 |
| 19 | BALTIMORE | 931,600 | 1.06 |
| 20 | DENVER | 891,100 | 1.01 |
| 21 | HARTFORD-NEW HAVEN | 863,600 | .98 |
| 22 | SACRAMENTO-STOCKTON | 842,600 | .96 |
| 23 | INDIANAPOLIS | 836,300 | .95 |
| 24 | PORTLAND, OR | 798,000 | .91 |
| 25 | PHOENIX (FLAGSTAFF) | 788,800 | .90 |
| 26 | CINCINNATI | 734,000 | .83 |
| 27 | SAN DIEGO | 727,300 | .83 |
| 28 | KANSAS CITY | 723,500 | .82 |
| 29 | MILWAUKEE | 716,500 | .82 |
| 30 | NASHVILLE | 684,400 | .78 |
| 31 | CHARLOTTE | [illegible] | .77 |
| 32 | BUFFALO | [illegible] | .77 |
| 33 | ORLANDO-DAYTONA BEACH | [illegible] | .73 |
| 34 | NEW ORLEANS | [illegible] | .72 |
| 35 | MEMPHIS | [illegible] | .72 |
| 36 | GREENVILLE-SPARTANBURG-ASHEVILLE | 622,400 | .71 |
| 37 | RALEIGH-DURHAM | 622,300 | .71 |
| 38 | COLUMBUS, OH | 611,900 | .70 |
| 38 | PROVIDENCE-NEW BEDFORD | 611,900 | .70 |
| 40 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 609,600 | .69 |
| 41 | OKLAHOMA CITY | 567,300 | .65 |
| 42 | SALT LAKE CITY | 561,500 | .64 |
| 43 | CHARLESTON-HUNTINGTON | 557,400 | .63 |
| 44 | SAN ANTONIO | 551,900 | .63 |
| 45 | LOUISVILLE | 547,500 | .62 |
| 46 | BIRMINGHAM | 529,900 | .60 |
| 47 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 528,900 | .60 |
| 48 | WILKES BARRE-SCRANTON | 521,300 | .59 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 516,700 | .59 |
| 50 | ALBANY-SCHENECTADY-TROY | 501,100 | .57 |
| 51 | GREENSBORO-WINSTON SALEM-HIGH POINT | 498,800 | .57 |
| 52 | DAYTON | 494,000 | .56 |
| 53 | LITTLE ROCK | 479,200 | .55 |
| 54 | RICHMOND (CHARLOTTESVILLE) | 478,500 | .54 |
| 55 | FLINT-SAGINAW-BAY CITY | 474,800 | .54 |
| 56 | SHREVEPORT-TEXARKANA | 468,500 | .53 |
| 57 | KNOXVILLE | 448,600 | .51 |
| 58 | TULSA | 435,900 | .50 |
| 59 | TOLEDO | 428,600 | .49 |
| 60 | MOBILE-PENSACOLA | 420,200 | .48 |
| 61 | WICHITA-HUTCHINSON | 414,400 | .47 |
| 62 | JACKSONVILLE | 397,000 | .45 |
| 62 | ROANOKE-LYNCHBURG | 397,000 | .45 |
| 64 | SYRACUSE | 389,900 | .44 |
| 65 | FRESNO | 389,800 | .44 |
| 66 | DES MOINES | 380,700 | .43 |
| 67 | WEST PALM BEACH | 373,100 | .42 |
| 68 | ALBUQUERQUE | 365,900 | .42 |
| 69 | GREEN BAY | 365,800 | .42 |
| 70 | ROCHESTER, NY | 359,100 | .41 |
| 71 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 355,300 | .40 |
| 72 | OMAHA | 349,100 | .40 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 343,000 | .39 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 340,600 | .39 |
| 75 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 333,900 | .38 |
| 76 | SPOKANE | 325,500 | .37 |
| 77 | PORTLAND-POLAND SPRING | 317,600 | .36 |
| 78 | LEXINGTON | 314,400 | .36 |
| 79 | CHATTANOOGA | 307,900 | .35 |
| 80 | YOUNGSTOWN | 296,500 | .34 |
| 81 | JOHNSTOWN-ALTOONA | 293,900 | .33 |
| 82 | SOUTH BEND-ELKHART | 293,200 | .33 |
| 83 | JACKSON, MS | 290,400 | .33 |
| 84 | BRISTOL-KINGSPORT-JOHNSON CITY | 289,500 | .33 |
| 85 | SPRINGFIELD, MO | 288,200 | .33 |
| 86 | COLUMBIA, SC | 279,700 | .32 |
| 87 | EVANSVILLE | 273,200 | .31 |
| 88 | TUCSON | 264,900 | .30 |
| 89 | AUSTIN, TX | 264,700 | .30 |
| 90 | LINCOLN-HASTINGS-KEARNEY | 261,900 | .30 |
| 91 | BATON ROUGE | 261,700 | .30 |
| 92 | HUNTSVILLE-DECATUR-FLORENCE | 259,700 | .30 |
| 93 | SPRINGFIELD, MA | 259,200 | .29 |
| 94 | BURLINGTON-PLATTSBURGH | 255,400 | .29 |
| 95 | FT. WAYNE | 250,300 | .28 |
| 96 | SIOUX FALLS-MITCHELL | 239,400 | .27 |
| 97 | LANSING | 231,100 | .26 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 229,400 | .26 |
| 99 | WACO-TEMPLE | 224,600 | .26 |
| 100 | PEORIA | 223,500 | .25 |
| 101 | AUGUSTA | 221,400 | .25 |
| 102 | EL PASO | 219,500 | .25 |
| 103 | MONROE-EL DORADO | 213,800 | .24 |
| 104 | SAVANNAH | 207,200 | .24 |
| 105 | MADISON | 205,100 | .23 |
| 106 | COLORADO SPRINGS-PUEBL[illegible] | 200,900 | .23 |
| 107 | COLUMBUS, GA | 200,400 | .23 |
| 108 | CHARLESTON, SC | 198,700 | .23 |
| 109 | FARGO | 198,000 | .23 |
| 110 | MCALLEN-BROWNSVILLE (LRGV) | 196,200 | .22 |
| 111 | LAFAYETTE, LA | 194,800 | .22 |
| 112 | SALINAS-MONTEREY | 194,000 | .22 |
| 113 | ROCKFORD | 192,400 | .22 |
| 114 | LAS VEGAS | 188,300 | .21 |
| 115 | MONTGOMERY | 187,100 | .21 |
| 116 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 181,100 | .21 |
| 117 | JOPLIN-PITTSBURG | 179,600 | .20 |
| 118 | DULUTH-SUPERIOR | 178,800 | .20 |
| 119 | AMARILLO | 177,500 | .20 |
| 120 | FT. MYERS-NAPLES | 174,600 | .20 |
| 121 | BEAUMONT-PORT ARTHUR | 173,800 | .20 |
| 122 | TERRE HAUTE | 172,700 | .20 |
| 123 | TALLAHASSEE | 169,800 | .19 |
| 124 | WHEELING-STEUBENVILLE | 166,400 | .19 |
| 125 | YAKIMA | 166,000 | .19 |
| 126 | BLUEFIELD-BECKLEY-OAK HILL | 164,600 | .19 |
| 127 | LA CROSSE-EAU CLAIRE | 163,600 | .19 |
| 128 | EUGENE | 163,200 | .19 |
| 129 | WAUSAU-RHINELANDER | 161,200 | .18 |
| 130 | CORPUS CHRISTI | 161,100 | .18 |
| 131 | BINGHAMTON | 161,000 | .18 |
| 132 | MACON | 160,700 | .18 |
| 133 | WICHITA FALLS-LAWTON | 160,300 | .18 |
| 134 | LUBBOCK | 156,700 | .18 |
| 135 | BOISE | 156,500 | .18 |
| 135 | TRAVERSE CITY-CADILLAC | 156,500 | .18 |
| 137 | SIOUX CITY | 155,000 | .18 |
| 138 | COLUMBIA-JEFFERSON CITY | 151,800 | .17 |
| 139 | RENO | 149,500 | .17 |
| 140 | COLUMBUS-TUPELO | 149,200 | .17 |
| 141 | ROCHESTER-MASON CITY-AUSTIN | 144,500 | .16 |
| 142 | FLORENCE, SC | 143,100 | .16 |
| 143 | ERIE | 141,100 | .16 |
| 144 | ALBANY, GA | 140,900 | .16 |
| 145 | CHICO-REDDING | 139,200 | .16 |
| 146 | MINOT-BISMARCK-DICKINSON | 135,000 | .15 |
| 146 | TOPEKA | 135,000 | .15 |
| 148 | FT. SMITH | 134,300 | .15 |
| 149 | WILMINGTON | 133,300 | .15 |
| 150 | ODESSA-MIDLAND | 132,000 | .15 |
| 151 | BAKERSFIELD | 125,800 | .14 |
| 152 | QUINCY-HANNIBAL | 124,200 | .14 |
| 153 | BANGOR | 117,200 | .13 |
| 154 | ABILENE-SWEETWATER | 116,800 | .13 |
| 155 | MISSOULA-BUTTE | 116,100 | .13 |
| 156 | MEDFORD | 114,700 | .13 |
| 157 | UTICA | 112,200 | .13 |
| 158 | IDAHO FALLS-POCATELLO | 105,300 | .12 |
| 159 | DOTHAN | 102,200 | .12 |
| 160 | TYLER | 100,300 | .11 |
| 161 | LAKE CHARLES | 99,800 | .11 |
| 162 | LAUREL-[illegible]TIESBURG | 93,500 | .11 |
| 163 | RAPID | 92,700 | .11 |
| 164 | ELMIRA | 87,900 | .10 |
| 165 | SALISBURY | 87,700 | .10 |
| 166 | ALEXANDRIA, MN | 83,900 | .10 |
| 167 | WATERTOWN-CARTHAGE | 83,400 | .09 |
| 168 | CLARKSBURG-WESTON | 82,700 | .09 |
| 169 | MERIDIAN | 79,000 | .09 |
| 170 | BILLINGS-HARDIN | 78,100 | .09 |
| 171 | GREENWOOD-GREENVILLE | 76,500 | .09 |
| 172 | GAINESVILLE | 76,100 | .09 |
| 173 | ALEXANDRIA, LA | 73,600 | .08 |
| 174 | JONESBORO | 72,200 | .08 |
| 175 | ARDMORE-ADA | 71,500 | .08 |
| 176 | PANAMA CITY | 66,000 | .08 |
| 177 | GREAT FALLS | 63,100 | .07 |
| 178 | EL CENTRO-YUMA | 62,600 | .07 |
| 179 | BILOXI-GULFPORT-PASCAGOULA | 61,400 | .07 |
| 180 | JACKSON, TN | 59,600 | .07 |
| 181 | BOWLING GREEN | 59,300 | .07 |
| 182 | MARQUETTE | 58,600 | .07 |
| 183 | CASPER-RIVERTON | 56,000 | .06 |
| 184 | ROSWELL | 55,800 | .06 |
| 185 | TUSCALOOSA | 55,200 | .06 |
| 186 | EUREKA | 54,300 | .06 |
| 187 | GRAND JUNCTION | 53,000 | .06 |
| 188 | ST. JOSEPH | 52,100 | .06 |
| 189 | PALM SPRINGS | 51,900 | .06 |
| 190 | CHEYENNE | 48,400 | .06 |
| 191 | LAFAYETTE, IN | 46,600 | .05 |
| 192 | ANNISTON | 46,300 | .05 |
| 193 | HARRISONBURG | 43,100 | .05 |
| 194 | LIMA | 41,300 | .05 |
| 195 | PARKERSBURG | 40,400 | .05 |
| 196 | SAN ANGELO | 38,300 | .04 |
| 197 | LAREDO | 37,800 | .04 |
| 198 | MANKATO | 35,500 | .04 |
| 199 | ZANESVILLE | 32,100 | .04 |
| 200 | OTTUMWA-KIRKSVILLE | 31,700 | .04 |
| 201 | PRESQUE ISLE | 30,700 | .03 |
| 202 | FARMINGTON | 27,600 | .03 |
| 203 | TWIN FALLS | 27,300 | .03 |
| 204 | VICTORIA | 25,800 | .03 |
| 205 | BEND | 24,600 | .03 |
| 206 | SELMA | 19,800 | .02 |
| 207 | HELENA | 18,000 | .02 |
| 208 | NORTH PLATTE | 17,400 | .02 |
| 209 | ALPENA | 11,900 | .01 |
| 210 | GLENDIVE | 6,100 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## WOMEN 18-49

US TOTAL 54,405,900

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 4,209,000 | 7.74 |
| 2 | LOS ANGELES | 2,857,800 | 5.25 |
| 3 | CHICAGO | 2,024,500 | 3.72 |
| 4 | PHILADELPHIA | 1,619,700 | 2.98 |
| 5 | SAN FRANCISCO | 1,293,800 | 2.38 |
| 6 | BOSTON | 1,279,700 | 2.36 |
| 7 | DETROIT | 1,136,900 | 2.09 |
| 8 | WASHINGTON, DC | 1,082,000 | 1.99 |
| 9 | DALLAS-FT. WORTH | 933,300 | 1.72 |
| 10 | HOUSTON | 930,500 | 1.71 |
| 11 | CLEVELAND | 897,800 | 1.65 |
| 12 | ATLANTA | 798,900 | 1.47 |
| 13 | MINNEAPOLIS--ST. PAUL | 759,500 | 1.40 |
| 14 | PITTSBURGH | 753,300 | 1.38 |
| 15 | SEATTLE-TACOMA | 704,200 | 1.29 |
| 16 | ST. LOUIS | 662,700 | 1.22 |
| 17 | MIAMI | 657,500 | 1.21 |
| 18 | DENVER | 628,700 | 1.16 |
| 19 | BALTIMORE | 587,500 | 1.08 |
| 20 | SACRAMENTO-STOCKTON | 541,600 | 1.00 |
| 21 | INDIANAPOLIS | 531,900 | .98 |
| 22 | HARTFORD-NEW HAVEN | 518,100 | .95 |
| 22 | TAMPA-ST. PETERSBURG (SARASOTA) | 518,100 | .95 |
| 24 | PORTLAND, OR | 505,300 | .93 |
| 25 | PHOENIX (FLAGSTAFF) | 491,400 | .90 |
| 26 | SAN DIEGO | 468,200 | .86 |
| 27 | CINCINNATI | 456,300 | .84 |
| 28 | KANSAS CITY | 449,700 | .83 |
| 29 | MILWAUKEE | 443,100 | .81 |
| 30 | CHARLOTTE | 431,000 | .79 |
| 31 | NASHVILLE | 424,400 | .78 |
| 32 | NEW ORLEANS | 420,100 | .77 |
| 33 | RALEIGH-DURHAM | 411,700 | .76 |
| 34 | COLUMBUS, OH | 400,000 | .74 |
| 35 | BUFFALO | 393,200 | .72 |
| 36 | MEMPHIS | 393,400 | .72 |
| 37 | SALT LAKE CITY | 393,200 | .72 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 385,900 | .71 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 375,800 | .69 |
| 40 | ORLANDO-DAYTONA BEACH | 359,600 | .66 |
| 41 | SAN ANTONIO | 349,600 | .64 |
| 42 | PROVIDENCE-NEW BEDFORD | 349,400 | .64 |
| 43 | OKLAHOMA CITY | 349,000 | .64 |
| 44 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 348,500 | .64 |
| 45 | LOUISVILLE | 344,800 | .63 |
| 46 | CHARLESTON-HUNTINGTON | 341,900 | .63 |
| 47 | BIRMINGHAM | 318,900 | .59 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 312,300 | .57 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 312,200 | .57 |
| 50 | DAYTON | 308,400 | .57 |
| 51 | FLINT-SAGINAW-BAY CITY | 307,300 | .56 |
| 52 | RICHMOND (CHARLOTTESVILLE) | 303,600 | .56 |
| 53 | ALBANY-SCHENECTADY-TROY | 287,200 | .53 |
| 54 | LITTLE ROCK | 284,200 | .52 |
| 55 | KNOXVILLE | 277,300 | .51 |
| 56 | MOBILE-PENSACOLA | 274,300 | .50 |
| 57 | SHREVEPORT-TEXARKANA | 271,500 | .50 |
| 58 | WILKES BARRE-SCRANTON | 271,300 | .50 |
| 59 | TOLEDO | 264,000 | .49 |
| 60 | TULSA | 263,100 | .48 |
| 61 | JACKSONVILLE | 250,100 | .46 |
| 62 | FRESNO | 248,800 | .46 |
| 63 | ALBUQUERQUE | 248,700 | .46 |
| 64 | SYRACUSE | 242,100 | .44 |
| 65 | ROANOKE-LYNCHBURG | 240,500 | .44 |
| 66 | WICHITA-HUTCHINSON | 239,900 | .44 |
| 67 | ROCHESTER, NY | 224,000 | .41 |
| 68 | DES MOINES | 223,400 | .41 |
| 69 | GREEN BAY | 218,600 | .40 |
| 70 | OMAHA | 211,700 | .39 |
| 71 | SPRINGFIELD-DECATUR-CHAMPAIGN | 210,700 | .39 |
| 72 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 205,200 | .38 |
| 73 | SPOKANE | 205,000 | .38 |
| 74 | LEXINGTON | 204,400 | .38 |
| 75 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 202,600 | .37 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 197,900 | .36 |
| 77 | CHATTANOOGA | 194,000 | .36 |
| 78 | COLUMBIA, SC | 188,600 | .35 |
| 79 | PORTLAND-POLAND SPRING | 186,200 | .34 |
| 80 | BATON ROUGE | 181,700 | .33 |
| 81 | AUSTIN, TX | 180,200 | .33 |
| 82 | JACKSON, MS | 180,000 | .33 |
| 83 | SOUTH BEND-ELKHART | 178,900 | .33 |
| 84 | BRISTOL-KINGSPORT-JOHNSON CITY | 178,300 | .33 |
| 85 | YOUNGSTOWN | 172,700 | .32 |
| 86 | WEST PALM BEACH | 172,400 | .32 |
| 87 | JOHNSTOWN-ALTOONA | 169,900 | .31 |
| 88 | TUCSON | 165,700 | .30 |
| 89 | HUNTSVILLE-DECATUR-FLORENCE | 164,500 | .30 |
| 90 | BURLINGTON-PLATTSBURGH | 161,900 | .30 |
| 91 | EVANSVILLE | 160,400 | .29 |
| 92 | SPRINGFIELD, MO | 159,900 | .29 |
| 93 | LANSING | 158,800 | .29 |
| 94 | FT. WAYNE | 155,100 | .29 |
| 94 | SPRINGFIELD, MA | 155,100 | .29 |
| 96 | EL PASO | 154,400 | .28 |
| 97 | LINCOLN-HASTINGS-KEARNEY | 149,400 | .27 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 148,400 | .27 |
| 99 | WACO-TEMPLE | 142,600 | .26 |
| 100 | AUGUSTA | 140,600 | .26 |
| 101 | PEORIA | 140,500 | .26 |
| 102 | CHARLESTON, SC | 136,300 | .25 |
| 103 | MADISON | 133,900 | .25 |
| 104 | SIOUX FALLS-MITCHELL | 133,700 | .25 |
| 105 | SAVANNAH | 132,400 | .24 |
| 106 | COLORADO SPRINGS-PUEBLO | 131,600 | .24 |
| 107 | LAS VEGAS | 130,200 | .24 |
| 108 | MCALLEN-BROWNSVILLE (LRGV) | 129,300 | .24 |
| 109 | LAFAYETTE, LA | 126,400 | .23 |
| 110 | MONROE-EL DORADO | 125,700 | .23 |
| 111 | COLUMBUS, GA | 124,800 | .23 |
| 111 | SALINAS-MONTEREY | 124,800 | .23 |
| 113 | ROCKFORD | 119,900 | .22 |
| 114 | FARGO | 119,500 | .22 |
| 115 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 113,400 | .21 |
| 116 | MONTGOMERY | 112,300 | .21 |
| 117 | TALLAHASSEE | 112,100 | .21 |
| 118 | AMARILLO | 108,800 | .20 |
| 119 | EUGENE | 107,600 | .20 |
| 120 | BEAUMONT-PORT ARTHUR | 105,900 | .19 |
| 120 | YAKIMA | 105,900 | .19 |
| 122 | CORPUS CHRISTI | 105,500 | .19 |
| 123 | MACON | 101,600 | .19 |
| 124 | BOISE | 101,500 | .19 |
| 124 | LUBBOCK | 101,500 | .19 |
| 126 | DULUTH-SUPERIOR | 100,900 | .19 |
| 127 | RENO | 99,400 | .18 |
| 128 | LA CROSSE-EAU CLAIRE | 98,900 | .18 |
| 129 | BLUEFIELD-BECKLEY-OAK HILL | 96,900 | .18 |
| 130 | JOPLIN-PITTSBURG | 95,300 | .18 |
| 131 | WAUSAU-RHINELANDER | 95,200 | .17 |
| 132 | WICHITA FALLS-LAWTON | 94,600 | .17 |
| 133 | TERRE HAUTE | 94,500 | .17 |
| 134 | BINGHAMTON | 94,100 | .17 |
| 135 | WHEELING-STEUBENVILLE | 93,600 | .17 |
| 136 | COLUMBIA-JEFFERSON CITY | 92,800 | .17 |
| 137 | FLORENCE, SC | 91,500 | .17 |
| 138 | COLUMBUS-TUPELO | 90,200 | .17 |
| 139 | TRAVERSE CITY-CADILLAC | 89,200 | .16 |
| 140 | ODESSA-MIDLAND | 87,800 | .16 |
| 141 | ALBANY, GA | 87,700 | .16 |
| 142 | SIOUX CITY | 86,500 | .16 |
| 143 | ERIE | 84,600 | .16 |
| 144 | MINOT-BISMARCK-DICKINSON | 83,800 | .15 |
| 145 | TOPEKA | 83,200 | .15 |
| 146 | WILMINGTON | 83,000 | .15 |
| 147 | CHICO-REDDING | 82,700 | .15 |
| 148 | ROCHESTER-MASON CITY-AUSTIN | 82,300 | .15 |
| 149 | BAKERSFIELD | 81,700 | .15 |
| 150 | FT. SMITH | 81,600 | .15 |
| 151 | FT. MYERS-NAPLES | 76,200 | .14 |
| 152 | MISSOULA-BUTTE | 75,100 | .14 |
| 153 | IDAHO FALLS-POCATELLO | 72,400 | .13 |
| 154 | BANGOR | 71,200 | .13 |
| 155 | MEDFORD | 68,900 | .13 |
| 156 | QUINCY-HANNIBAL | 67,700 | .12 |
| 157 | LAKE CHARLES | 63,100 | .12 |
| 157 | UTICA | 63,100 | .12 |
| 159 | ABILENE-SWEETWATER | 62,800 | .12 |
| 160 | DOTHAN | 62,100 | .11 |
| 161 | RAPID CITY | 60,400 | .11 |
| 162 | TYLER | 58,200 | .11 |
| 163 | LAUREL-HATTIESBURG | 57,300 | .11 |
| 164 | GAINESVILLE | 54,700 | .10 |
| 165 | ELMIRA | 50,600 | .09 |
| 166 | BILLINGS-HARDIN | 49,900 | .09 |
| 166 | SALISBURY | 49,900 | .09 |
| 168 | WATERTOWN-CARTHAGE | 49,800 | .09 |
| 169 | CLARKSBURG-WESTON | 46,200 | .08 |
| 170 | ALEXANDRIA, MN | 45,400 | .08 |
| 171 | GREENWOOD-GREENVILLE | 45,300 | .08 |
| 172 | MERIDIAN | 45,200 | .08 |
| 173 | ALEXANDRIA, LA | 44,200 | .08 |
| 174 | JONESBORO | 41,000 | .08 |
| 175 | BILOXI-GULFPORT-PASCAGOULA | 40,900 | .08 |
| 176 | EL CENTRO-YUMA | 40,500 | .07 |
| 177 | PANAMA CITY | 39,700 | .07 |
| 178 | GREAT FALLS | 39,400 | .07 |
| 179 | CASPER-RIVERTON | 39,300 | .07 |
| 180 | ARDMORE-ADA | 37,900 | .07 |
| 181 | BOWLING GREEN | 37,200 | .07 |
| 182 | TUSCALOOSA | 36,900 | .07 |
| 183 | EUREKA | 34,700 | .06 |
| 183 | MARQUETTE | 34,700 | .06 |
| 185 | JACKSON, TN | 34,500 | .06 |
| 186 | LAFAYETTE, IN | 33,500 | .06 |
| 186 | ROSWELL | 33,500 | .06 |
| 188 | GRAND JUNCTION | 33,200 | .06 |
| 189 | CHEYENNE | 30,300 | .06 |
| 190 | PALM SPRINGS | 30,000 | .06 |
| 191 | ANNISTON | 29,900 | .05 |
| 192 | ST. JOSEPH | 27,800 | .05 |
| 193 | HARRISONBURG | 27,400 | .05 |
| 194 | LAREDO | 24,800 | .05 |
| 194 | LIMA | 24,800 | .05 |
| 196 | PARKERSBURG | 24,200 | .04 |
| 197 | SAN ANGELO | 23,700 | .04 |
| 198 | MANKATO | 21,400 | .04 |
| 199 | FARMINGTON | 20,200 | .04 |
| 200 | PRESQUE ISLE | 19,400 | .04 |
| 201 | ZANESVILLE | 18,800 | .03 |
| 202 | VICTORIA | 17,200 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 16,800 | .03 |
| 204 | BEND | 16,300 | .03 |
| 205 | TWIN FALLS | 16,200 | .03 |
| 206 | HELENA | 11,800 | .02 |
| 206 | SELMA | 11,800 | .02 |
| 208 | NORTH PLATTE | 10,400 | .02 |
| 209 | ALPENA | 7,200 | .01 |
| 210 | GLENDIVE | 3,800 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## WOMEN 12-24

US TOTAL 25,267,100

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,818,100 | 7.20 |
| 2 | LOS ANGELES | 1,263,900 | 5.00 |
| 3 | CHICAGO | 928,000 | 3.67 |
| 4 | PHILADELPHIA | 755,300 | 2.99 |
| 5 | BOSTON | 597,400 | 2.36 |
| 6 | DETROIT | 535,300 | 2.12 |
| 7 | SAN FRANCISCO | 525,900 | 2.08 |
| 8 | WASHINGTON, DC | 457,600 | 1.81 |
| 9 | CLEVELAND | 417,700 | 1.65 |
| 10 | DALLAS-FT. WORTH | 412,800 | 1.63 |
| 11 | HOUSTON | 409,000 | 1.62 |
| 12 | MINNEAPOLIS-ST. PAUL | 362,700 | 1.44 |
| 13 | PITTSBURGH | 354,900 | 1.40 |
| 14 | ATLANTA | 348,000 | 1.38 |
| 15 | ST. LOUIS | 309,600 | 1.23 |
| 16 | SEATTLE-TACOMA | 302,300 | 1.20 |
| 17 | MIAMI | 276,200 | 1.09 |
| 18 | DENVER | 271,000 | 1.07 |
| 19 | BALTIMORE | 266,700 | 1.06 |
| 20 | INDIANAPOLIS | 252,800 | 1.00 |
| 21 | SACRAMENTO-STOCKTON | 242,500 | .96 |
| 22 | HARTFORD-NEW HAVEN | 237,400 | .94 |
| 23 | TAMPA-ST. PETERSBURG (SARASOTA) | 234,300 | .93 |
| 24 | PHOENIX (FLAGSTAFF) | 231,900 | .92 |
| 25 | CINCINNATI | 218,600 | .87 |
| 26 | PORTLAND, OR | 217,800 | .86 |
| 27 | MILWAUKEE | 211,900 | .84 |
| 28 | SAN DIEGO | 209,400 | .83 |
| 29 | KANSAS CITY | 204,200 | .81 |
| 30 | NEW ORLEANS | 204,100 | .81 |
| 31 | SALT LAKE CITY | 203,800 | .81 |
| 32 | RALEIGH-DURHAM | 195,000 | .77 |
| 33 | CHARLOTTE | 194,000 | .77 |
| 33 | MEMPHIS | 194,000 | .77 |
| 35 | NASHVILLE | 193,400 | .77 |
| 36 | BUFFALO | 193,300 | .77 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 190,700 | .75 |
| 38 | COLUMBUS, OH | 185,500 | .73 |
| 39 | SAN ANTONIO | 171,300 | .68 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 170,100 | .67 |
| 41 | PROVIDENCE-NEW BEDFORD | 169,400 | .67 |
| 42 | ORLANDO-DAYTONA BEACH | 166,300 | .66 |
| 43 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 164,600 | .65 |
| 44 | OKLAHOMA CITY | 162,300 | .64 |
| 45 | CHARLESTON-HUNTINGTON | 162,200 | .64 |
| 46 | LOUISVILLE | 158,500 | .63 |
| 47 | FLINT-SAGINAW-BAY CITY | 156,000 | .62 |
| 48 | BIRMINGHAM | 147,100 | .58 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 143,700 | .57 |
| 50 | DAYTON | 142,200 | .56 |
| 51 | RICHMOND (CHARLOTTESVILLE) | 139,600 | .55 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 139,200 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 138,500 | .55 |
| 54 | LITTLE ROCK | 134,100 | .53 |
| 55 | MOBILE-PENSACOLA | 133,400 | .53 |
| 56 | SHREVEPORT-TEXARKANA | 132,600 | .52 |
| 57 | TOLEDO | 130,900 | .52 |
| 58 | WILKES BARRE-SCRANTON | 129,100 | .51 |
| 59 | KNOXVILLE | 127,700 | .51 |
| 60 | SYRACUSE | 124,400 | .49 |
| 61 | FRESNO | 120,500 | .48 |
| 62 | ALBUQUERQUE | 120,400 | .48 |
| 63 | TULSA | 116,200 | .46 |
| 64 | JACKSONVILLE | 115,300 | .46 |
| 65 | WICHITA-HUTCHINSON | 113,800 | .45 |
| 66 | ROANOKE-LYNCHBURG | 113,500 | .45 |
| 67 | GREEN BAY | 112,500 | .45 |
| 68 | DES MOINES | 107,000 | .42 |
| 69 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 106,500 | .42 |
| 70 | ROCHESTER, NY | 106,000 | .42 |
| 71 | SPRINGFIELD-DECATUR-CHAMPAIGN | 102,900 | .41 |
| 72 | OMAHA | 100,200 | .40 |
| 73 | LEXINGTON | 98,900 | .39 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 97,400 | .39 |
| 75 | SPOKANE | 96,300 | .38 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 96,200 | .38 |
| 77 | COLUMBIA, SC | 94,000 | .37 |
| 78 | BATON ROUGE | 93,100 | .37 |
| 79 | JACKSON, MS | 91,700 | .36 |
| 80 | AUSTIN, TX | 87,900 | .35 |
| 81 | PORTLAND-POLAND SPRING | 87,200 | .35 |
| 82 | CHATTANOOGA | 86,900 | .34 |
| 83 | JOHNSTOWN-ALTOONA | 86,200 | .34 |
| 84 | SOUTH BEND-ELKHART | 84,600 | .33 |
| 85 | LANSING | 81,400 | .32 |
| 86 | BURLINGTON-PLATTSBURGH | 81,100 | .32 |
| 87 | YOUNGSTOWN | 80,900 | .32 |
| 88 | BRISTOL-KINGSPORT-JOHNSON CITY | 79,700 | .32 |
| 89 | EL PASO | 79,000 | .31 |
| 90 | SPRINGFIELD, MA | 78,700 | .31 |
| 90 | TUCSON | 78,700 | .31 |
| 92 | HUNTSVILLE-DECATUR-FLORENCE | 77,100 | .31 |
| 93 | SPRINGFIELD, MO | 76,200 | .30 |
| 94 | EVANSVILLE | 76,100 | .30 |
| 94 | WACO-TEMPLE | 76,100 | .30 |
| 96 | WEST PALM BEACH | 75,600 | .30 |
| 97 | FT. WAYNE | 74,700 | .30 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 74,300 | .29 |
| 99 | LINCOLN-HASTINGS-KEARNEY | 73,700 | .29 |
| 100 | MCALLEN-BROWNSVILLE (LRGV) | 70,300 | .28 |
| 101 | SIOUX FALLS-MITCHELL | 69,600 | .28 |
| 102 | PEORIA | 68,900 | .27 |
| 103 | LAFAYETTE, LA | 68,700 | .27 |
| 104 | AUGUSTA | 68,300 | .27 |
| 105 | CHARLESTON, SC | 67,200 | .27 |
| 106 | SAVANNAH | 67,100 | .27 |
| 107 | MONROE-EL DORADO | 66,100 | .26 |
| 108 | MADISON | 64,800 | .26 |
| 109 | COLUMBUS, GA | 63,700 | .25 |
| 110 | FARGO | 62,900 | .25 |
| 111 | COLORADO SPRINGS-PUEBLO | 60,800 | .24 |
| 112 | TALLAHASSEE | 57,900 | .23 |
| 113 | MONTGOMERY | 56,600 | .22 |
| 113 | ROCKFORD | 56,600 | .22 |
| 115 | LAS VEGAS | 56,100 | .22 |
| 116 | SALINAS-MONTEREY | 55,600 | .22 |
| 117 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 55,000 | .22 |
| 118 | LUBBOCK | 54,000 | .21 |
| 119 | LA CROSSE-EAU CLAIRE | 53,700 | .21 |
| 120 | CORPUS CHRISTI | 53,200 | .21 |
| 121 | AMARILLO | 51,200 | .20 |
| 122 | BEAUMONT-PORT ARTHUR | 50,900 | .20 |
| 123 | DULUTH-SUPERIOR | 50,000 | .20 |
| 124 | WAUSAU-RHINELANDER | 49,600 | .20 |
| 125 | YAKIMA | 49,500 | .20 |
| 126 | MACON | 49,300 | .20 |
| 127 | COLUMBIA-JEFFERSON CITY | 47,700 | .19 |
| 128 | EUGENE | 47,600 | .19 |
| 129 | BINGHAMTON | 46,900 | .19 |
| 130 | BOISE | 46,600 | .18 |
| 131 | COLUMBUS-TUPELO | 46,400 | .18 |
| 132 | TERRE HAUTE | 46,200 | .18 |
| 133 | BLUEFIELD-BECKLEY-OAK HILL | 45,700 | .18 |
| 134 | JOPLIN-PITTSBURG | 45,500 | .18 |
| 135 | WICHITA FALLS-LAWTON | 44,800 | .18 |
| 136 | FLORENCE, SC | 44,500 | .18 |
| 137 | WHEELING-STEUBENVILLE | 44,400 | .18 |
| 138 | ALBANY, GA | 44,200 | .17 |
| 139 | TRAVERSE CITY-CADILLAC | 44,000 | .17 |
| 140 | SIOUX CITY | 43,300 | .17 |
| 141 | MINOT-BISMARCK-DICKINSON | 43,300 | .17 |
| 142 | ERIE | 42,300 | .17 |
| 143 | ODESSA-MIDLAND | 41,900 | .17 |
| 144 | RENO | 41,700 | .17 |
| 145 | TOPEKA | 41,200 | .16 |
| 146 | WILMINGTON | 40,200 | .16 |
| 147 | ROCHESTER-MASON CITY-AUSTIN | 39,900 | .16 |
| 148 | BAKERSFIELD | 39,300 | .16 |
| 149 | CHICO-REDDING | 38,900 | .15 |
| 150 | FT. SMITH | 38,700 | .15 |
| 151 | IDAHO FALLS-POCATELLO | 38,100 | .15 |
| 152 | MISSOULA-BUTTE | 35,900 | .14 |
| 153 | BANGOR | 34,800 | .14 |
| 154 | QUINCY-HANNIBAL | 34,100 | .13 |
| 155 | FT. MYERS-NAPLES | 33,900 | .13 |
| 156 | UTICA | 32,800 | .13 |
| 157 | LAKE CHARLES | 31,600 | .13 |
| 158 | ABILENE-SWEETWATER | 31,000 | .12 |
| 159 | RAPID CITY | 30,000 | .12 |
| 160 | LAUREL-HATTIESBURG | 29,700 | .12 |
| 161 | MEDFORD | 29,500 | .12 |
| 162 | GAINESVILLE | 29,200 | .12 |
| 163 | DOTHAN | 29,000 | .11 |
| 164 | TYLER | 27,800 | .11 |
| 165 | WATERTOWN-CARTHAGE | 27,300 | .11 |
| 166 | GREENWOOD-GREENVILLE | 26,600 | .11 |
| 167 | ELMIRA | 25,000 | .10 |
| 168 | ALEXANDRIA, MN | 24,200 | .10 |
| 169 | SALISBURY | 24,100 | .10 |
| 170 | MERIDIAN | 23,100 | .09 |
| 171 | BILLINGS-HARDIN | 23,000 | .09 |
| 172 | ALEXANDRIA, LA | 22,400 | .09 |
| 173 | CLARKSBURG-WESTON | 22,300 | .09 |
| 174 | EL CENTRO-YUMA | 20,900 | .08 |
| 175 | BILOXI-GULFPORT-PASCAGOULA | 20,600 | .08 |
| 176 | JONESBORO | 19,500 | .08 |
| 176 | TUSCALOOSA | 19,500 | .08 |
| 178 | BOWLING GREEN | 19,200 | .08 |
| 179 | LAFAYETTE, IN | 19,000 | .08 |
| 180 | GREAT FALLS | 18,700 | .07 |
| 181 | MARQUETTE | 18,600 | .07 |
| 182 | ARDMORE-ADA | 18,400 | .07 |
| 182 | PANAMA CITY | 18,400 | .07 |
| 184 | CASPER-RIVERTON | 18,100 | .07 |
| 185 | ROSWELL | 16,700 | .07 |
| 186 | JACKSON, TN | 16,300 | .06 |
| 187 | EUREKA | 15,700 | .06 |
| 188 | ANNISTON | 14,900 | .06 |
| 189 | GRAND JUNCTION | 14,600 | .06 |
| 190 | PALM SPRINGS | 14,300 | .06 |
| 190 | ST. JOSEPH | 14,300 | .06 |
| 192 | HARRISONBURG | 14,200 | .06 |
| 193 | LAREDO | 14,000 | .06 |
| 194 | CHEYENNE | 13,900 | .06 |
| 195 | SAN ANGELO | 12,200 | .05 |
| 196 | LIMA | 12,100 | .05 |
| 197 | MANKATO | 11,900 | .05 |
| 198 | PARKERSBURG | 11,000 | .04 |
| 199 | FARMINGTON | 10,600 | .04 |
| 200 | PRESQUE ISLE | 9,900 | .04 |
| 201 | ZANESVILLE | 9,400 | .04 |
| 202 | OTTUMWA-KIRKSVILLE | 8,900 | .04 |
| 203 | VICTORIA | 8,900 | .03 |
| 204 | TWIN FALLS | 7,500 | .03 |
| 205 | BEND | 6,700 | .03 |
| 206 | SELMA | 6,400 | .03 |
| 207 | HELENA | 5,400 | .02 |
| 208 | NORTH PLATTE | 4,600 | .02 |
| 209 | ALPENA | 3,200 | .02 |
| 210 | GLENDIVE | 1,800 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## WOMEN 18-34

US TOTAL 34,171,200

| ADI Rank | ADI Market Name | Population In TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,495,100 | 7.30 |
| 2 | LOS ANGELES | 1,804,700 | 5.28 |
| 3 | CHICAGO | 1,264,200 | 3.70 |
| 4 | PHILADELPHIA | 998,500 | 2.92 |
| 5 | BOSTON | 813,700 | 2.38 |
| 6 | SAN FRANCISCO | 807,300 | 2.36 |
| 7 | DETROIT | 718,000 | 2.10 |
| 8 | WASHINGTON, DC | 666,300 | 1.95 |
| 9 | HOUSTON | 602,100 | 1.76 |
| 10 | DALLAS-FT. WORTH | 587,300 | 1.72 |
| 11 | CLEVELAND | 554,900 | 1.62 |
| 12 | ATLANTA | 499,700 | 1.46 |
| 13 | MINNEAPOLIS-ST. PAUL | 492,900 | 1.44 |
| 14 | PITTSBURGH | 468,500 | 1.37 |
| 15 | SEATTLE-TACOMA | 450,200 | 1.32 |
| 16 | DENVER | 413,700 | 1.21 |
| 17 | ST. LOUIS | 406,400 | 1.19 |
| 18 | MIAMI | 390,800 | 1.14 |
| 19 | BALTIMORE | 364,100 | 1.07 |
| 20 | SACRAMENTO-STOCKTON | 343,500 | 1.01 |
| 21 | INDIANAPOLIS | 334,700 | .98 |
| 22 | PORTLAND, OR | 326,000 | .95 |
| 23 | HARTFORD-NEW HAVEN | 321,800 | .94 |
| 24 | TAMPA-ST. PETERSBURG (SARASOTA) | 313,200 | .92 |
| 25 | PHOENIX (FLAGSTAFF) | 311,500 | .91 |
| 26 | SAN DIEGO | 306,900 | .90 |
| 27 | CINCINNATI | 287,100 | .84 |
| 28 | KANSAS CITY | 282,600 | .83 |
| 29 | MILWAUKEE | 278,900 | .82 |
| 30 | NEW ORLEANS | 270,500 | .79 |
| 31 | SALT LAKE CITY | 267,000 | .78 |
| 32 | RALEIGH-DURHAM | 266,500 | .78 |
| 33 | CHARLOTTE | 263,100 | .77 |
| 34 | NASHVILLE | 262,700 | .77 |
| 35 | COLUMBUS, OH | 256,500 | .75 |
| 36 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 249,400 | .73 |
| 37 | MEMPHIS | 249,300 | .73 |
| 38 | BUFFALO | 244,200 | .71 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 227,500 | .67 |
| 40 | ORLAHOMA CITY | 221,700 | .65 |
| 41 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 221,300 | .65 |
| 41 | PROVIDENCE-NEW BEDFORD | 221,300 | .65 |
| 43 | SAN ANTONIO | 219,800 | .64 |
| 44 | ORLANDO-DAYTONA BEACH | 216,300 | .63 |
| 45 | LOUISVILLE | 215,200 | .63 |
| 46 | CHARLESTON-HUNTINGTON | 211,600 | .62 |
| 47 | BIRMINGHAM | 197,400 | .58 |
| 48 | FLINT-SAGINAW-BAY CITY | 194,600 | .57 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 194,400 | .57 |
| 90 | RICHMOND (CHARLOTTESVILLE) | 192,900 | .56 |
| 51 | DAYTON | 189,500 | .55 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 189,000 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 180,100 | .53 |
| 54 | LITTLE ROCK | 176,000 | .52 |
| 55 | TOLEDO | 170,500 | .50 |
| 56 | KNOXVILLE | 170,100 | .50 |
| 57 | MOBILE-PENSACOLA | 169,900 | .50 |
| 58 | SHREVEPORT-TEXARKANA | 169,200 | .50 |
| 59 | WILKES BARRE-SCRANTON | 164,900 | .48 |
| 60 | TULSA | 159,700 | .47 |
| 61 | FRESNO | 159,500 | .47 |
| 62 | SYRACUSE | 158,500 | .46 |
| 63 | ALBUQUERQUE | 158,300 | .46 |
| 64 | JACKSONVILLE | 155,300 | .45 |
| 65 | WICHITA-HUTCHINSON | 152,100 | .45 |
| 66 | ROANOKE-LYNCHBURG | 148,900 | .44 |
| 67 | DES MOINES | 143,100 | .42 |
| 68 | ROCHESTER, NY | 142,500 | .42 |
| 69 | GREEN BAY | 139,000 | .41 |
| 70 | SPRINGFIELD-DECATUR-CHAMPAIGN | 138,200 | .40 |
| 71 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 134,900 | .39 |
| 72 | OMAHA | 133,700 | .39 |
| 73 | LEXINGTON | 133,200 | .39 |
| 74 | SPOKANE | 131,700 | .39 |
| 75 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 126,200 | .37 |
| 76 | AUSTIN, TX | 125,600 | .37 |
| 77 | COLUMBIA, SC | 124,500 | .36 |
| 78 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 123,100 | .36 |
| 79 | BATON ROUGE | 120,800 | .35 |
| 80 | CHATTANOOGA | 117,800 | .34 |
| 81 | PORTLAND-POLAND SPRING | 116,700 | .34 |
| 82 | JACKSON, MS | 115,600 | .34 |
| 83 | SOUTH BEND-ELKHART | 117,200 | .33 |
| 84 | LANSING | 106,000 | .32 |
| 85 | JOHNSTOWN-ALTOONA | 107,900 | .32 |
| 86 | TUCSON | 107,400 | .31 |
| 87 | BRISTOL-KINGSPORT-JOHNSON CITY | 106,700 | .31 |
| 88 | YOUNGSTOWN | 106,100 | .31 |
| 89 | BURLINGTON-PLATTSBURGH | 105,900 | .31 |
| 90 | WEST PALM BEACH | 104,400 | .31 |
| 91 | SPRINGFIELD, MA | 103,000 | .30 |
| 92 | EVANSVILLE | 99,700 | .29 |
| 93 | EL PASO | 98,600 | .29 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 97,900 | .29 |
| 95 | FT. WAYNE | 97,800 | .29 |
| 95 | WACO-TEMPLE | 97,800 | .29 |
| 97 | HUNTSVILLE-DECATUR-FLORENCE | 97,700 | .29 |
| 97 | SPRINGFIELD, MO | 97,700 | .29 |
| 99 | GREENVILLE-NEW BERN-WASHINGTON | 96,300 | .28 |
| 100 | PEORIA | 92,300 | .27 |
| 101 | MADISON | 91,000 | .27 |
| 102 | CHARLESTON, SC | 89,000 | .26 |
| 103 | AUGUSTA | 88,800 | .26 |
| 104 | SAVANNAH | 86,600 | .25 |
| 105 | SIOUX FALLS-MITCHELL | 84,900 | .25 |
| 106 | SALINAS-MONTEREY | 83,500 | .24 |
| 107 | COLORADO SPRINGS-PUEBLO | 83,200 | .24 |
| 108 | MCALLEN-BROWNSVILLE (LRGV) | 82,300 | .24 |
| 109 | LAFAYETTE, LA | 81,400 | .24 |
| 110 | COLUMBUS, GA | 80,900 | .24 |
| 111 | LAS VEGAS | 80,300 | .23 |
| 112 | FARGO | 80,100 | .23 |
| 113 | MONROE-EL DORADO | 78,900 | .23 |
| 114 | SANTA BARBA-SNTA MARIA-SN LUIS OBISPO | 76,200 | .22 |
| 115 | TALLAHASSEE | 75,700 | .22 |
| 116 | ROCKFORD | 74,000 | .22 |
| 117 | MONTGOMERY | 70,600 | .21 |
| 118 | EUGENE | 70,500 | .21 |
| 119 | YAKIMA | 67,400 | .20 |
| 120 | AMARILLO | 67,100 | .20 |
| 120 | LUBBOCK | 67,100 | .20 |
| 122 | CORPUS CHRISTI | 67,000 | .20 |
| 123 | LA CROSSE-EAU CLAIRE | 66,700 | .20 |
| 124 | BOISE | 64,700 | .19 |
| 125 | BEAUMONT-PORT ARTHUR | 64,500 | .19 |
| 126 | DULUTH-SUPERIOR | 64,100 | .19 |
| 127 | MACON | 63,100 | .18 |
| 128 | COLUMBIA-JEFFERSON CITY | 62,700 | .18 |
| 129 | RENO | 61,800 | .18 |
| 130 | BLUEFIELD-BECKLEY-OAK HILL | 61,500 | .18 |
| 131 | WAUSAU-RHINELANDER | 59,900 | .18 |
| 132 | WICHITA FALLS-LAWTON | 59,300 | .17 |
| 133 | TERRE HAUTE | 58,900 | .17 |
| 134 | WHEELING-STEUBENVILLE | 58,200 | .17 |
| 135 | JOPLIN-PITTSBURG | 58,000 | .17 |
| 136 | BINGHAMTON | 57,700 | .17 |
| 137 | FLORENCE, SC | 57,500 | .17 |
| 138 | COLUMBUS-TUPELO | 56,800 | .17 |
| 139 | TOPEKA | 56,000 | .16 |
| 140 | ALBANY, GA | 55,500 | .16 |
| 141 | SIOUX CITY | 54,900 | .16 |
| 142 | ODESSA-MIDLAND | 54,700 | .16 |
| 143 | TRAVERSE CITY-CADILLAC | 54,500 | .16 |
| 144 | ERIE | 54,300 | .16 |
| 145 | MINOT-BISMARCK-DICKINSON | 53,900 | .16 |
| 146 | CHICO-REDDING | 52,500 | .15 |
| 147 | BAKERSFIELD | 52,300 | .15 |
| 148 | WILMINGTON | 51,700 | .15 |
| 149 | ROCHESTER-MASON CITY-AUSTIN | 50,900 | .15 |
| 150 | FT. SMITH | 50,800 | .15 |
| 151 | MISSOULA-BUTTE | 49,400 | .14 |
| 152 | IDAHO FALLS-POCATELLO | 47,900 | .14 |
| 153 | BANGOR | 45,200 | .13 |
| 154 | FT. MYERS-NAPLES | 44,900 | .13 |
| 155 | QUINCY-HANNIBAL | 42,700 | .12 |
| 156 | MEDFORD | 42,200 | .12 |
| 157 | LAKE CHARLES | 40,500 | .12 |
| 158 | GAINESVILLE | 40,100 | .12 |
| 159 | RAPID CITY | 39,800 | .12 |
| 160 | UTICA | 39,700 | .12 |
| 161 | ABILENE-SWEETWATER | 39,000 | .11 |
| 162 | DOTHAN | 37,700 | .11 |
| 163 | LAUREL-HATTIESBURG | 37,000 | .11 |
| 164 | TYLER | 35,900 | .11 |
| 165 | BILLINGS-HARDIN | 31,800 | .09 |
| 166 | WATERTOWN-CARTHAGE | 31,700 | .09 |
| 167 | ELMIRA | 31,000 | .09 |
| 168 | SALISBURY | 30,700 | .09 |
| 169 | GREENWOOD-GREENVILLE | 29,400 | .09 |
| 170 | CLARKSBURG-WESTON | 29,100 | .09 |
| 171 | MERIDIAN | 28,200 | .08 |
| 172 | ALEXANDRIA, MN | 27,700 | .08 |
| 173 | ALEXANDRIA, LA | 27,000 | .08 |
| 174 | BILOXI-GULFPORT-PASCAGOULA | 26,200 | .08 |
| 175 | CASPER-RIVERTON | 25,400 | .07 |
| 176 | EL CENTRO-YUMA | 25,300 | .07 |
| 177 | TUSCALOOSA | 25,100 | .07 |
| 178 | LAFAYETTE, IN | 25,000 | .07 |
| 179 | JONESBORO | 24,900 | .07 |
| 180 | GREAT FALLS | 24,300 | .07 |
| 181 | BOWLING GREEN | 24,200 | .07 |
| 182 | MARQUETTE | 23,500 | .07 |
| 182 | PANAMA CITY | 23,500 | .07 |
| 184 | EUREKA | 23,100 | .07 |
| 185 | ARDMORE-ADA | 22,800 | .07 |
| 186 | JACKSON, TN | 21,500 | .06 |
| 187 | GRAND JUNCTION | 21,000 | .06 |
| 188 | ROSWELL | 20,700 | .06 |
| 189 | ANNISTON | 19,500 | .06 |
| 190 | CHEYENNE | 19,000 | .06 |
| 190 | PALM SPRINGS | 19,000 | .06 |
| 192 | HARRISONBURG | 18,400 | .05 |
| 193 | ST. JOSEPH | 17,700 | .05 |
| 194 | LAREDO | 15,800 | .05 |
| 195 | LIMA | 15,600 | .05 |
| 196 | SAN ANGELO | 15,500 | .05 |
| 197 | MANKATO | 15,000 | .04 |
| 198 | PARKERSBURG | 14,600 | .04 |
| 199 | FARMINGTON | 13,200 | .04 |
| 200 | PRESQUE ISLE | 12,100 | .04 |
| 201 | ZANESVILLE | 11,700 | .03 |
| 202 | OTTUMWA-KIRKSVILLE | 11,100 | .03 |
| 203 | VICTORIA | 10,900 | .03 |
| 204 | BEND | 10,400 | .03 |
| 205 | TWIN FALLS | 10,100 | .03 |
| 206 | HELENA | 7,600 | .02 |
| 207 | SELMA | 7,400 | .02 |
| 208 | NORTH PLATTE | 6,600 | .02 |
| 209 | ALPENA | 4,300 | .01 |
| 210 | GLENDIVE | 2,400 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## WOMEN 25-49

US TOTAL 39,832,800

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,209,500 | 8.06 |
| 2 | LOS ANGELES | 2,110,000 | 5.30 |
| 3 | CHICAGO | 1,498,700 | 3.76 |
| 4 | PHILADELPHIA | 1,190,500 | 2.99 |
| 5 | SAN FRANCISCO | 984,100 | 2.47 |
| 6 | BOSTON | 928,700 | 2.33 |
| 7 | DETROIT | 834,700 | 2.10 |
| 8 | WASHINGTON, DC | 822,800 | 2.07 |
| 9 | DALLAS-FT. WORTH | 691,600 | 1.74 |
| 10 | HOUSTON | 690,100 | 1.73 |
| 11 | CLEVELAND | 663,200 | 1.66 |
| 12 | ATLANTA | 600,500 | 1.51 |
| 13 | MINNEAPOLIS-ST. PAUL | 548,200 | 1.38 |
| 14 | PITTSBURGH | 546,600 | 1.37 |
| 15 | SEATTLE-TACOMA | 525,000 | 1.32 |
| 16 | MIAMI | 498,400 | 1.25 |
| 17 | ST. LOUIS | 491,100 | 1.23 |
| 18 | DENVER | 462,300 | 1.16 |
| 19 | BALTIMORE | 437,100 | 1.10 |
| 20 | SACRAMENTO-STOCKTON | 398,900 | 1.00 |
| 21 | TAMPA-ST. PETERSBURG (SARASOTA) | 385,900 | .97 |
| 22 | INDIANAPOLIS | 385,600 | .97 |
| 23 | HARTFORD-NEW HAVEN | 383,100 | .96 |
| 24 | PORTLAND, OR | 378,400 | .95 |
| 25 | PHOENIX (FLAGSTAFF) | 357,400 | .90 |
| 26 | SAN DIEGO | 337,400 | .85 |
| 27 | CINCINNATI | 330,700 | .83 |
| 28 | KANSAS CITY | 329,500 | .83 |
| 29 | MILWAUKEE | 323,400 | .81 |
| 30 | CHARLOTTE | 321,900 | .81 |
| 31 | NASHVILLE | 312,500 | .78 |
| 32 | NEW ORLEANS | 304,500 | .76 |
| 33 | RALEIGH-DURHAM | 293,400 | .74 |
| 34 | COLUMBUS, OH | 288,000 | .72 |
| 35 | MEMPHIS | 285,200 | .72 |
| 36 | BUFFALO | 284,500 | .71 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 279,800 | .70 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 274,100 | .69 |
| 39 | SALT LAKE CITY | 269,800 | .68 |
| 40 | ORLANDO-DAYTONA BEACH | 264,900 | .67 |
| 41 | LOUISVILLE | 255,800 | .64 |
| 42 | SAN ANTONIO | 255,000 | .64 |
| 43 | NORFULK-PORTSMTH-NEWPORT NEWS-HAMPTN | 251,700 | .63 |
| 44 | PROVIDENCE-NEW BEDFORD | 251,500 | .63 |
| 45 | CHARLESTON-HUNTINGTON | 250,700 | .63 |
| 46 | OKLAHOMA CITY | 249,300 | .63 |
| 47 | BIRMINGHAM | 235,500 | .59 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 232,900 | .58 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 229,500 | .58 |
| 50 | DAYTON | 227,900 | .57 |
| 51 | RICHMOND (CHARLOTTESVILLE) | 221,000 | .55 |
| 52 | FLINT-SAGINAW-BAY CITY | 220,300 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 209,300 | .53 |
| 54 | LITTLE ROCK | 208,800 | .52 |
| 55 | KNOXVILLE | 205,700 | .52 |
| 56 | MOBILE-PENSACOLA | 199,300 | .50 |
| 57 | WILKES BARRE-SCRANTON | 198,800 | .50 |
| 58 | TULSA | 197,900 | .50 |
| 59 | SHREVEPORT-TEXARKANA | 196,400 | .49 |
| 60 | TOLEDO | 186,600 | .47 |
| 61 | JACKSONVILLE | 185,600 | .47 |
| 62 | ALBUQUERQUE | 182,100 | .46 |
| 63 | FRESNO | 180,100 | .45 |
| 64 | ROANOKE-LYNCHBURG | 173,300 | .44 |
| 65 | WICHITA-HUTCHINSON | 173,200 | .43 |
| 66 | SYRACUSE | 166,600 | .42 |
| 67 | ROCHESTER, NY | 162,800 | .41 |
| 68 | DES MOINES | 158,900 | .40 |
| 69 | GREEN BAY | 157,400 | .40 |
| 70 | OMAHA | 155,500 | .39 |
| 71 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 148,900 | .37 |
| 72 | SPOKANE | 148,400 | .37 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 145,400 | .37 |
| 74 | CHATTANOOGA | 144,900 | .36 |
| 75 | LEXINGTON | 144,100 | .36 |
| 76 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 141,700 | .36 |
| 77 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 140,500 | .35 |
| 78 | PORTLAND-POLAND SPRING | 138,200 | .35 |
| 79 | BRISTOL-KINGSPORT-JOHNSON CITY | 134,000 | .34 |
| 80 | SOUTH BEND-ELKHART | 131,700 | .33 |
| 81 | COLUMBIA, SC | 131,300 | .33 |
| 82 | WEST PALM BEACH | 129,900 | .33 |
| 83 | JACKSON, MS | 128,500 | .32 |
| 84 | YOUNGSTOWN | 127,300 | .32 |
| 85 | BATON ROUGE | 126,700 | .32 |
| 86 | HUNTSVILLE-DECATUR-FLORENCE | 122,100 | .31 |
| 87 | AUSTIN, TX | 120,000 | .30 |
| 88 | JOHNSTOWN-ALTOONA | 118,300 | .30 |
| 89 | TUCSON | 118,000 | .30 |
| 90 | EVANSVILLE | 117,600 | .30 |
| 91 | SPRINGFIELD, MO | 115,900 | .29 |
| 92 | FT. WAYNE | 114,000 | .29 |
| 93 | BURLINGTON-PLATTSBURGH | 113,700 | .29 |
| 94 | EL PASO | 109,200 | .27 |
| 95 | LANSING | 106,900 | .27 |
| 96 | SPRINGFIELD, MA | 105,200 | .26 |
| 97 | LINCOLN-HASTINGS-KEARNEY | 104,200 | .26 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 103,400 | .26 |
| 99 | AUGUSTA | 102,400 | .26 |
| 100 | CHARLESTON, SC | 97,900 | .25 |
| 101 | LAS VEGAS | 97,700 | .25 |
| 102 | PEORIA | 97,400 | .24 |
| 103 | COLORADO SPRINGS-PUEBLO | 96,100 | .24 |
| 104 | MCALLEN-BROWNSVILLE (LRGV) | 94,400 | .24 |
| 105 | SIOUX FALLS-MITCHELL | 94,200 | .24 |
| 106 | MADISON | 93,400 | .23 |
| 107 | SAVANNAH | 93,200 | .23 |
| 108 | WACO-TEMPLE | 91,300 | .23 |
| 109 | SALINAS-MONTEREY | 90,500 | .23 |
| 110 | ROCKFORD | 89,000 | .22 |
| 111 | MONROE-EL DORADO | 88,700 | .22 |
| 112 | LAFAYETTE, LA | 88,300 | .22 |
| 113 | COLUMBUS, GA | 87,200 | .22 |
| 114 | MONTGOMERY | 80,300 | .20 |
| 115 | FARGO | 80,200 | .20 |
| 116 | AMARILLO | 79,500 | .20 |
| 117 | EUGENE | 78,800 | .20 |
| 118 | YAKIMA | 77,900 | .20 |
| 119 | BEAUMONT-PORT ARTHUR | 77,700 | .20 |
| 120 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 76,500 | .19 |
| 121 | CORPUS CHRISTI | 76,100 | .19 |
| 122 | TALLAHASSEE | 75,400 | .19 |
| 123 | BOISE | 75,000 | .19 |
| 124 | RENO | 74,900 | .19 |
| 125 | MACON | 74,300 | .19 |
| 126 | DULUTH-SUPERIOR | 73,000 | .18 |
| 127 | BLUEFIELD-BECKLEY-OAK HILL | 71,400 | .18 |
| 128 | JOPLIN-PITTSBURG | 70,000 | .18 |
| 129 | WHEELING-STEUBENVILLE | 69,000 | .17 |
| 130 | LUBBOCK | 68,200 | .17 |
| 130 | WAUSAU-RHINELANDER | 68,200 | .17 |
| 130 | WICHITA FALLS-LAWTON | 68,200 | .17 |
| 133 | BINGHAMTON | 68,100 | .17 |
| 134 | TERRE HAUTE | 67,600 | .17 |
| 135 | FLORENCE, SC | 67,500 | .17 |
| 136 | TRAVERSE CITY-CADILLAC | 66,500 | .17 |
| 137 | LA CROSSE-EAU CLAIRE | 65,500 | .16 |
| 138 | ODESSA-MIDLAND | 63,900 | .16 |
| 139 | ALBANY, GA | 63,800 | .16 |
| 140 | COLUMBUS-TUPELO | 63,300 | .16 |
| 141 | COLUMBIA-JEFFERSON CITY | 61,500 | .15 |
| 142 | SIOUX CITY | 61,400 | .15 |
| 142 | WILMINGTON | 61,400 | .15 |
| 144 | ROCHESTER-MASON CITY-AUSTIN | 60,000 | .15 |
| 145 | ERIE | 59,900 | .15 |
| 146 | MINOT-BISMARCK-DICKINSON | 59,500 | .15 |
| 147 | CHICO-REDDING | 59,400 | .15 |
| 148 | BAKERSFIELD | 59,200 | .15 |
| 149 | FT. SMITH | 59,000 | .15 |
| 150 | FT. MYERS-NAPLES | 57,900 | .15 |
| 151 | TOPEKA | 56,300 | .14 |
| 152 | MISSOULA-BUTTE | 53,600 | .13 |
| 153 | MEDFORD | 53,100 | .13 |
| 154 | BANGOR | 51,400 | .13 |
| 155 | IDAHO FALLS-POCATELLO | 50,300 | .13 |
| 156 | QUINCY-HANNIBAL | 47,600 | .12 |
| 157 | DOTHAN | 46,300 | .12 |
| 158 | ABILENE-SWEETWATER | 44,700 | .11 |
| 159 | LAKE CHARLES | 44,600 | .11 |
| 160 | UTICA | 44,200 | .11 |
| 161 | RAPID CITY | 43,300 | .11 |
| 162 | TYLER | 42,700 | .11 |
| 163 | LAUREL-HATTIESBURG | 39,700 | .10 |
| 164 | ELMIRA | 37,200 | .09 |
| 165 | BILLINGS-HARDIN | 36,900 | .09 |
| 166 | SALISBURY | 36,500 | .09 |
| 167 | WATERTOWN-CARTHAGE | 34,300 | .09 |
| 168 | CLARKSBURG-WESTON | 33,300 | .08 |
| 169 | GAINESVILLE | 33,200 | .08 |
| 170 | ALEXANDRIA, MN | 32,600 | .08 |
| 170 | MERIDIAN | 32,600 | .08 |
| 172 | ALEXANDRIA, LA | 32,500 | .08 |
| 173 | GREENWOOD-GREENVILLE | 31,200 | .08 |
| 174 | JONESBORO | 29,900 | .08 |
| 175 | EL CENTRO-YUMA | 29,400 | .07 |
| 176 | PANAMA CITY | 29,300 | .07 |
| 177 | GREAT FALLS | 29,100 | .07 |
| 178 | BILOXI-GULFPORT-PASCAGOULA | 28,700 | .07 |
| 178 | CASPER-RIVERTON | 28,700 | .07 |
| 180 | ARDMORE-ADA | 27,700 | .07 |
| 181 | JACKSON, TN | 25,200 | .06 |
| 182 | GRAND JUNCTION | 25,000 | .06 |
| 183 | BOWLING GREEN | 24,900 | .06 |
| 184 | EUREKA | 24,800 | .06 |
| 185 | ROSWELL | 24,500 | .06 |
| 186 | TUSCALOOSA | 23,600 | .06 |
| 187 | MARQUETTE | 23,100 | .06 |
| 188 | CHEYENNE | 22,500 | .06 |
| 189 | PALM SPRINGS | 22,100 | .06 |
| 190 | ANNISTON | 20,500 | .05 |
| 191 | ST. JOSEPH | 19,200 | .05 |
| 192 | LAFAYETTE, IN | 18,700 | .05 |
| 193 | PARKERSBURG | 18,200 | .05 |
| 194 | LIMA | 18,100 | .05 |
| 195 | HARRISONBURG | 17,800 | .04 |
| 196 | LAREDO | 17,700 | .04 |
| 197 | SAN ANGELO | 16,100 | .04 |
| 198 | FARMINGTON | 14,400 | .04 |
| 199 | PRESQUE ISLE | 14,200 | .04 |
| 200 | ZANESVILLE | 13,600 | .03 |
| 201 | MANKATO | 13,300 | .03 |
| 202 | BEND | 12,500 | .03 |
| 203 | VICTORIA | 12,400 | .03 |
| 204 | TWIN FALLS | 12,000 | .03 |
| 205 | OTTUMWA-KIRKSVILLE | 11,100 | .03 |
| 206 | HELENA | 8,700 | .02 |
| 207 | SELMA | 8,500 | .02 |
| 208 | NORTH PLATTE | 7,700 | .02 |
| 209 | ALPENA | 5,200 | .01 |
| 210 | GLENDIVE | 2,800 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## WOMEN 25-54

US TOTAL 45,572,000

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,718,100 | 8.16 |
| 2 | LOS ANGELES | 2,391,700 | 5.25 |
| 3 | CHICAGO | 1,713,900 | 3.76 |
| 4 | PHILADELPHIA | 1,384,100 | 3.04 |
| 5 | SAN FRANCISCO | 1,109,600 | 2.43 |
| 6 | BOSTON | 1,064,300 | 2.34 |
| 7 | DETROIT | 957,900 | 2.10 |
| 8 | WASHINGTON, DC | 923,500 | 2.03 |
| 9 | DALLAS-FT. WORTH | 780,000 | 1.71 |
| 10 | HOUSTON | 770,100 | 1.69 |
| 11 | CLEVELAND | 767,900 | 1.69 |
| 12 | ATLANTA | 671,900 | 1.47 |
| 13 | PITTSBURGH | 644,400 | 1.41 |
| 14 | MINNEAPOLIS-ST. PAUL | 617,100 | 1.35 |
| 15 | SEATTLE-TACOMA | 589,300 | 1.29 |
| 16 | MIAMI | 580,300 | 1.27 |
| 17 | ST. LOUIS | 563,900 | 1.24 |
| 18 | DENVER | 513,500 | 1.13 |
| 19 | BALTIMORE | 500,100 | 1.10 |
| 20 | TAMPA-ST. PETERSBURG (SARASOTA) | 453,100 | .99 |
| 21 | SACRAMENTO-STOCKTON | 453,000 | .99 |
| 22 | HARTFORD-NEW HAVEN | 441,400 | .97 |
| 23 | INDIANAPOLIS | 440,600 | .97 |
| 24 | PORTLAND, OR | 424,900 | .93 |
| 25 | PHOENIX (FLAGSTAFF) | 405,100 | .89 |
| 26 | SAN DIEGO | 380,400 | .83 |
| 27 | CINCINNATI | 380,100 | .83 |
| 28 | KANSAS CITY | 379,100 | .82 |
| 29 | MILWAUKEE | 369,800 | .81 |
| 30 | CHARLOTTE | 367,700 | .81 |
| 31 | NASHVILLE | 356,600 | .78 |
| 32 | NEW ORLEANS | 343,700 | .75 |
| 33 | BUFFALO | 332,800 | .73 |
| 34 | RALEIGH-DURHAM | 332,600 | .73 |
| 35 | COLUMBUS, OH | 327,900 | .72 |
| 36 | MEMPHIS | 324,800 | .71 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 321,300 | .71 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 313,700 | .69 |
| 39 | ORLANDO-DAYTONA BEACH | 307,300 | .67 |
| 40 | SALT LAKE CITY | 301,000 | .66 |
| 41 | PROVIDENCE-NEW BEDFORD | 292,700 | .64 |
| 42 | LOUISVILLE | 291,600 | .64 |
| 43 | SAN ANTONIO | 289,900 | .64 |
| 44 | CHARLESTON-HUNTINGTON | 289,100 | .63 |
| 45 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 285,200 | .63 |
| 46 | OKLAHOMA CITY | 284,000 | .62 |
| 47 | BIRMINGHAM | 271,000 | .59 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 267,400 | .59 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 265,400 | .58 |
| 50 | DAYTON | 262,200 | .58 |
| 51 | FLINT-SAGINAW-BAY CITY | 252,400 | .55 |
| 52 | RICHMOND (CHARLOTTESVILLE) | 251,800 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 243,100 | .53 |
| 54 | LITTLE ROCK | 238,600 | .52 |
| 55 | WILKES BARRE-SCRANTON | 237,500 | .52 |
| 56 | KNOXVILLE | 234,700 | .52 |
| 57 | SHREVEPORT-TEXARKANA | 228,100 | .50 |
| 58 | MOBILE-PENSACOLA | 226,900 | .50 |
| 59 | TULSA | 226,200 | .50 |
| 60 | TOLEDO | 215,300 | .47 |
| 61 | JACKSONVILLE | 212,100 | .47 |
| 62 | FRESNO | 204,700 | .45 |
| 63 | ALBUQUERQUE | 204,600 | .45 |
| 64 | WICHITA-HUTCHINSON | 200,900 | .44 |
| 65 | ROANOKE-LYNCHBURG | 200,000 | .44 |
| 66 | SYRACUSE | 191,800 | .42 |
| 67 | ROCHESTER, NY | 186,100 | .41 |
| 68 | DES MOINES | 182,700 | .40 |
| 69 | GREEN BAY | 180,700 | .40 |
| 70 | OMAHA | 177,600 | .39 |
| 71 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 171,200 | .38 |
| 72 | SPOKANE | 168,100 | .37 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 166,600 | .37 |
| 74 | CHATTANOOGA | 165,000 | .36 |
| 75 | LEXINGTON | 163,100 | .36 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 163,000 | .36 |
| 77 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 161,500 | .35 |
| 78 | PORTLAND-POLAND SPRING | 158,800 | .35 |
| 79 | BRISTOL-KINGSPORT-JOHNSON CITY | 154,000 | .34 |
| 80 | WEST PALM BEACH | 152,100 | .33 |
| 81 | SOUTH BEND-ELKHART | 151,600 | .33 |
| 82 | YOUNGSTOWN | 149,400 | .33 |
| 83 | COLUMBIA, SC | 147,800 | .32 |
| 84 | JACKSON, MS | 147,100 | .32 |
| 85 | BATON ROUGE | 142,400 | .31 |
| 86 | HUNTSVILLE-DECATUR-FLORENCE | 139,900 | .31 |
| 87 | JOHNSTOWN-ALTOONA | 138,800 | .30 |
| 88 | EVANSVILLE | 135,500 | .30 |
| 89 | AUSTIN, TX | 135,300 | .30 |
| 90 | SPRINGFIELD, MO | 134,600 | .30 |
| 91 | TUCSON | 134,280 | .29 |
| 92 | FT. WAYNE | 130,400 | .29 |
| 93 | BURLINGTON-PLATTSBURGH | 129,100 | .28 |
| 94 | EL PASO | 123,400 | .27 |
| 95 | SPRINGFIELD, MA | 121,300 | .27 |
| 96 | LANSING | 121,800 | .27 |
| 97 | LINCOLN-HASTINGS-KEARNEY | 120,500 | .26 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 117,900 | .26 |
| 99 | AUGUSTA | 116,600 | .26 |
| 100 | PEORIA | 111,400 | .24 |
| 101 | LAS VEGAS | 110,200 | .24 |
| 102 | SIOUX FALLS-MITCHELL | 110,000 | .24 |
| 103 | CHARLESTON, SC | 109,800 | .24 |
| 104 | COLORADO SPRINGS-PUEBLO | 108,800 | .24 |
| 105 | MCALLEN-BROWNSVILLE (LRGV) | 106,800 | .23 |
| 106 | SAVANNAH | 105,900 | .23 |
| 107 | MADISON | 105,200 | .23 |
| 108 | WACO-TEMPLE | 104,100 | .23 |
| 109 | MONROE-EL DORADO | 103,000 | .22 |
| 110 | SALINAS-MONTEREY | 101,900 | .22 |
| 111 | LAFAYETTE, LA | 101,600 | .22 |
| 112 | ROCKFORD | 101,500 | .22 |
| 113 | COLUMBUS, GA | 100,000 | .22 |
| 114 | FARGO | 92,400 | .20 |
| 115 | MONTGOMERY | 92,300 | .20 |
| 116 | AMARILLO | 91,600 | .20 |
| 117 | BEAUMONT-PORT ARTHUR | 89,900 | .20 |
| 118 | YAKIMA | 88,500 | .19 |
| 119 | EUGENE | 88,400 | .19 |
| 120 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 87,200 | .19 |
| 121 | CORPUS CHRISTI | 86,900 | .19 |
| 122 | TALLAHASSEE | 85,600 | .19 |
| 123 | MACON | 84,800 | .19 |
| 124 | DULUTH-SUPERIOR | 84,600 | .19 |
| 125 | RENO | 84,500 | .19 |
| 126 | BOISE | 84,300 | .18 |
| 127 | BLUEFIELD-BECKLEY-OAK HILL | 83,200 | .18 |
| 128 | JOPLIN-PITTSBURG | 81,500 | .18 |
| 129 | WHEELING-STEUBENVILLE | 81,200 | .18 |
| 130 | TERRE HAUTE | 79,200 | .17 |
| 131 | BINGHAMTON | 79,100 | .17 |
| 132 | WAUSAU-RHINELANDER | 78,700 | .17 |
| 133 | WICHITA FALLS-LAWTON | 78,300 | .17 |
| 134 | LUBBOCK | 78,200 | .17 |
| 135 | TRAVERSE CITY-CADILLAC | 77,200 | .17 |
| 136 | FLORENCE, SC | 76,800 | .17 |
| 137 | LA CROSSE-EAU CLAIRE | 75,200 | .17 |
| 138 | ODESSA-MIDLAND | 73,400 | .16 |
| 139 | ALBANY, GA | 72,900 | .16 |
| 140 | COLUMBUS-TUPELO | 72,800 | .16 |
| 141 | SIOUX CITY | 71,200 | .16 |
| 142 | COLUMBIA-JEFFERSON CITY | 70,400 | .15 |
| 142 | WILMINGTON | 70,400 | .15 |
| 144 | ERIE | 69,600 | .15 |
| 145 | FT. MYERS-NAPLES | 69,100 | .15 |
| 145 | ROCHESTER-MASON CITY-AUSTIN | 69,100 | .15 |
| 147 | CHICO-REDDING | 68,000 | .15 |
| 148 | MINOT-BISMARCK-DICKINSON | 67,900 | .15 |
| 149 | BAKERSFIELD | 67,500 | .15 |
| 150 | FT. SMITH | 67,100 | .15 |
| 151 | TOPEKA | 64,000 | .14 |
| 152 | MISSOULA-BUTTE | 60,500 | .13 |
| 153 | MEDFORD | 60,400 | .13 |
| 154 | BANGOR | 59,000 | .13 |
| 155 | IDAHO FALLS-POCATELLO | 56,600 | .12 |
| 156 | QUINCY-HANNIBAL | 55,500 | .12 |
| 157 | DOTHAN | 53,100 | .12 |
| 158 | ABILENE-SWEETWATER | 52,000 | .11 |
| 159 | UTICA | 51,600 | .11 |
| 160 | LAKE CHARLES | 50,700 | .11 |
| 161 | RAPID CITY | 49,200 | .11 |
| 161 | TYLER | 49,200 | .11 |
| 163 | LAUREL-HATTIESBURG | 45,600 | .10 |
| 164 | ELMIRA | 43,400 | .10 |
| 165 | SALISBURY | 42,800 | .09 |
| 166 | BILLINGS-HARDIN | 41,800 | .09 |
| 167 | WATERTOWN-CARTHAGE | 39,800 | .09 |
| 168 | CLARKSBURG-WESTON | 38,800 | .09 |
| 169 | MERIDIAN | 38,100 | .08 |
| 170 | ALEXANDRIA, MN | 38,000 | .08 |
| 171 | ALEXANDRIA, LA | 37,400 | .08 |
| 172 | GAINESVILLE | 37,200 | .08 |
| 173 | GREENWOOD-GREENVILLE | 36,100 | .08 |
| 174 | JONESBORO | 34,500 | .08 |
| 175 | PANAMA CITY | 34,100 | .07 |
| 176 | EL CENTRO-YUMA | 33,400 | .07 |
| 177 | GREAT FALLS | 33,200 | .07 |
| 178 | BILOXI-GULFPORT-PASCAGOULA | 32,400 | .07 |
| 179 | ARDMORE-ADA | 32,300 | .07 |
| 180 | CASPER-RIVERTON | 31,900 | .07 |
| 181 | JACKSON, TN | 29,300 | .06 |
| 182 | ROSWELL | 28,600 | .06 |
| 183 | BOWLING GREEN | 28,400 | .06 |
| 184 | GRAND JUNCTION | 28,300 | .06 |
| 185 | EUREKA | 28,100 | .06 |
| 186 | TUSCALOOSA | 27,100 | .06 |
| 187 | MARQUETTE | 26,600 | .06 |
| 188 | CHEYENNE | 25,600 | .06 |
| 189 | PALM SPRINGS | 25,300 | .06 |
| 190 | ANNISTON | 23,600 | .05 |
| 191 | ST. JOSEPH | 22,400 | .05 |
| 192 | PARKERSBURG | 21,000 | .05 |
| 193 | LAFAYETTE, IN | 20,900 | .05 |
| 193 | LIMA | 20,900 | .05 |
| 195 | HARRISONBURG | 20,500 | .04 |
| 196 | LAREDO | 20,200 | .04 |
| 197 | SAN ANGELO | 18,500 | .04 |
| 198 | PRESQUE ISLE | 16,300 | .04 |
| 199 | FARMINGTON | 16,100 | .04 |
| 200 | ZANESVILLE | 15,900 | .03 |
| 201 | MANKATO | 15,400 | .03 |
| 202 | VICTORIA | 14,200 | .03 |
| 203 | BEND | 13,900 | .03 |
| 204 | TWIN FALLS | 13,800 | .03 |
| 205 | OTTUMWA-KIRKSVILLE | 13,200 | .03 |
| 206 | HELENA | 9,800 | .02 |
| 207 | SELMA | 9,700 | .02 |
| 208 | NORTH PLATTE | 8,900 | .02 |
| 209 | ALPENA | 6,100 | .01 |
| 210 | GLENDIVE | 3,200 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## MEN 18+

US TOTAL 79,888,900

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 6,052,800 | 7.58 |
| 2 | LOS ANGELES | 4,118,000 | 5.15 |
| 3 | CHICAGO | 2,893,300 | 3.62 |
| 4 | PHILADELPHIA | 2,394,500 | 3.00 |
| 5 | SAN FRANCISCO | 1,881,400 | 2.36 |
| 6 | BOSTON | 1,848,900 | 2.31 |
| 7 | DETROIT | 1,605,200 | 2.01 |
| 8 | WASHINGTON, DC | 1,442,800 | 1.81 |
| 9 | CLEVELAND | 1,315,800 | 1.65 |
| 10 | DALLAS-FT. WORTH | 1,304,400 | 1.63 |
| 11 | HOUSTON | 1,291,200 | 1.62 |
| 12 | PITTSBURGH | 1,174,500 | 1.47 |
| 13 | MINNEAPOLIS-ST. PAUL | 1,090,500 | 1.37 |
| 14 | MIAMI | 1,073,200 | 1.34 |
| 15 | ATLANTA | 1,053,500 | 1.32 |
| 16 | SEATTLE-TACOMA | 1,052,000 | 1.32 |
| 17 | ST. LOUIS | 968,600 | 1.21 |
| 18 | TAMPA-ST. PETERSBURG (SARASOTA) | 955,500 | 1.20 |
| 19 | DENVER | 861,800 | 1.08 |
| 20 | BALTIMORE | 839,200 | 1.05 |
| 21 | SACRAMENTO-STOCKTON | 795,900 | 1.00 |
| 22 | HARTFORD-NEW HAVEN | 775,200 | .97 |
| 23 | INDIANAPOLIS | 750,600 | .94 |
| 24 | SAN DIEGO | 748,600 | .94 |
| 25 | PORTLAND, OR | 745,900 | .93 |
| 26 | PHOENIX (FLAGSTAFF) | 743,900 | .93 |
| 27 | KANSAS CITY | 652,100 | .82 |
| 28 | MILWAUKEE | 649,700 | .81 |
| 29 | CINCINNATI | 648,700 | .81 |
| 30 | NASHVILLE | 626,300 | .78 |
| 31 | CHARLOTTE | 606,700 | .76 |
| 32 | BUFFALO | 599,200 | .75 |
| 33 | ORLANDO-DAYTONA BEACH | 582,800 | .73 |
| 34 | RALEIGH-DURHAM | 577,800 | .72 |
| 35 | NEW ORLEANS | 570,800 | .71 |
| 36 | COLUMBUS, OH | 558,900 | .70 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 556,300 | .70 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 551,100 | .69 |
| 39 | MEMPHIS | 549,900 | .69 |
| 40 | SALT LAKE CITY | 541,000 | .68 |
| 41 | PROVIDENCE-NEW BEDFORD | 528,200 | .66 |
| 42 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 523,400 | .66 |
| 43 | OKLAHOMA CITY | 517,900 | .65 |
| 44 | CHARLESTON-HUNTINGTON | 512,500 | .64 |
| 45 | LOUISVILLE | 504,200 | .63 |
| 46 | SAN ANTONIO | 498,800 | .62 |
| 47 | HARRTSBURG-YORK-LANCASTER-LEBANON | 464,900 | .58 |
| 48 | BIRMINGHAM | 456,800 | .57 |
| 49 | WILKES BARRE-SCRANTON | 450,400 | .56 |
| 50 | ALBANY-SCHENECTADY-TROY | 442,200 | .55 |
| 51 | DAYTON | 442,000 | .55 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 439,000 | .55 |
| 53 | FLINT-SAGINAW-BAY CITY | 433,500 | .54 |
| 54 | LITTLE ROCK | 428,600 | .54 |
| 55 | RICHMOND (CHARLOTTESVILLE) | 426,800 | .53 |
| 56 | SHREVEPORT-TEXARKANA | 409,100 | .51 |
| 57 | KNOXVILLE | 404,900 | .51 |
| 58 | TULSA | 392,900 | .49 |
| 59 | MOBILE-PENSACOLA | 387,400 | .48 |
| 60 | TOLEDO | 385,800 | .48 |
| 61 | WICHITA-HUTCHINSON | 381,100 | .48 |
| 62 | FRESNO | 368,900 | .46 |
| 63 | JACKSONVILLE | 361,800 | .45 |
| 64 | ROANOKE-LYNCHBURG | 359,600 | .45 |
| 65 | SYRACUSE | 351,800 | .44 |
| 66 | ALBUQUERQUE | 346,800 | .43 |
| 67 | DES MOINES | 342,200 | .43 |
| 68 | GREEN BAY | 339,900 | .43 |
| 69 | WEST PALM BEACH | 332,800 | .42 |
| 70 | ROCHESTER, NY | 321,200 | .40 |
| 71 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 317,100 | .40 |
| 72 | OMAHA | 315,100 | .39 |
| 73 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 311,800 | .39 |
| 74 | SPOKANE | 311,100 | .39 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 310,400 | .39 |
| 76 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 308,500 | .39 |
| 77 | LEXINGTON | 286,200 | .36 |
| 78 | PORTLAND-POLAND SPRING | 282,800 | .35 |
| 79 | CHATTANOOGA | 273,900 | .34 |
| 80 | JOHNSTOWN-ALTOONA | 268,500 | .34 |
| 81 | SPRINGFIELD, MO | 268,400 | .34 |
| 82 | SOUTH BEND-ELKHART | 264,800 | .33 |
| 83 | YOUNGSTOWN | 263,500 | .33 |
| 84 | BRISTOL-KINGSPORT-JOHNSON CITY | 263,000 | .33 |
| 85 | COLUMBIA, SC | 255,200 | .32 |
| 86 | AUSTIN, TX | 254,300 | .32 |
| 87 | JACKSON, MS | 248,300 | .31 |
| 88 | BATON ROUGE | 247,400 | .31 |
| 89 | TUCSON | 246,200 | .31 |
| 90 | EVANSVILLE | 244,600 | .31 |
| 91 | LINCOLN-HASTINGS-KEARNEY | 241,100 | .30 |
| 92 | BURLINGTON-PLATTSBURGH | 239,000 | .30 |
| 93 | WACO-TEMPLE | 237,400 | .30 |
| 94 | HUNTSVILLE-DECATUR-FLORENCE | 235,500 | .29 |
| 95 | GREENVILLE-NEW BERN-WASHINGTON | 229,400 | .29 |
| 96 | FT. WAYNE | 227,900 | .29 |
| 97 | SIOUX FALLS-MITCHELL | 227,900 | .28 |
| 98 | SPRINGFIELD, MA | 225,700 | .28 |
| 99 | LANSING | 219,100 | .27 |
| 100 | EL PASO | 203,700 | .25 |
| 101 | PEORIA | 200,700 | .25 |
| 102 | SAVANNAH | 198,600 | .25 |
| 103 | AUGUSTA | 198,300 | .25 |
| 104 | COLORADO SPRINGS-PUEBLO | 196,000 | .25 |
| 105 | CHARLESTON, SC | 195,200 | .24 |
| 106 | FARGO | 194,600 | .24 |
| 107 | MADISON | 193,800 | .24 |
| 107 | SALINAS-MONTEREY | 193,800 | .24 |
| 109 | LAS VEGAS | 190,700 | .24 |
| 110 | COLUMBUS, GA | 186,600 | .23 |
| 111 | MONROE-EL DORADO | 183,800 | .23 |
| 112 | LAFAYETTE, LA | 178,200 | .22 |
| 113 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 177,700 | .22 |
| 114 | ROCKFORD | 176,100 | .22 |
| 115 | DULUTH-SUPERIOR | 169,700 | .21 |
| 116 | MCALLEN-BROWNSVILLE (LRGV) | 168,800 | .21 |
| 117 | AMARILLO | 165,200 | .21 |
| 118 | YAKIMA | 162,900 | .20 |
| 119 | MONTGOMERY | 159,800 | .20 |
| 120 | BEAUMONT-PORT ARTHUR | 158,800 | .20 |
| 121 | FT. MYERS-NAPLES | 158,600 | .20 |
| 122 | JOPLIN-PITTSBURG | 156,900 | .20 |
| 123 | EUGENE | 156,200 | .20 |
| 124 | WICHITA FALLS-LAWTON | 156,100 | .20 |
| 125 | RENO | 154,500 | .19 |
| 126 | WAUSAU-RHINELANDER | 154,100 | .19 |
| 127 | TERRE HAUTE | 152,900 | .19 |
| 128 | BOISE | 151,500 | .19 |
| 129 | CORPUS CHRISTI | 150,800 | .19 |
| 129 | LA CROSSE-EAU CLAIRE | 150,800 | .19 |
| 131 | TALLAHASSEE | 149,100 | .19 |
| 132 | WHEELING-STEUBENVILLE | 148,400 | .19 |
| 133 | LUBBOCK | 147,900 | .19 |
| 134 | BLUEFIELD-BECKLEY-OAK HILL | 146,700 | .18 |
| 135 | TRAVERSE CITY-CADILLAC | 146,200 | .18 |
| 136 | BINGHAMTON | 144,500 | .18 |
| 137 | COLUMBIA-JEFFERSON CITY | 141,900 | .18 |
| 138 | SIOUX CITY | 141,100 | .18 |
| 139 | MACON | 140,400 | .18 |
| 140 | MINOT-BISMARCK-DICKINSON | 134,800 | .17 |
| 141 | COLUMBUS-TUPELO | 132,200 | .17 |
| 142 | TOPEKA | 132,000 | .17 |
| 143 | CHICO-REDDING | 130,600 | .16 |
| 144 | ROCHESTER-MASON CITY-AUSTIN | 129,600 | .16 |
| 145 | ODESSA-MIDLAND | 127,300 | .16 |
| 146 | ERIE | 125,900 | .16 |
| 147 | FT. SMITH | 124,600 | .16 |
| 148 | FLORENCE, SC | 123,200 | .15 |
| 149 | BAKERSFIELD | 122,000 | .15 |
| 150 | ALBANY, GA | 121,100 | .15 |
| 151 | WILMINGTON | 117,800 | .15 |
| 152 | MISSOULA-BUTTE | 114,300 | .14 |
| 153 | QUINCY-HANNIBAL | 111,800 | .14 |
| 154 | MEDFORD | 110,300 | .14 |
| 155 | BANGOR | 109,200 | .14 |
| 156 | ABILENE-SWEETWATER | 103,600 | .13 |
| 156 | IDAHO FALLS-POCATELLO | 103,600 | .13 |
| 158 | UTICA | 99,000 | .12 |
| 159 | RAPID CITY | 94,600 | .12 |
| 160 | LAKE CHARLES | 94,500 | .12 |
| 161 | DOTHAN | 93,300 | .12 |
| 162 | TYLER | 92,600 | .12 |
| 163 | LAUREL-HATTIESBURG | 81,600 | .10 |
| 164 | ALEXANDRIA, MN | 81,100 | .10 |
| 165 | ELMIRA | 79,400 | .10 |
| 166 | SALISBURY | 77,800 | .10 |
| 167 | WATERTOWN-CARTHAGE | 76,800 | .10 |
| 168 | GAINESVILLE | 75,100 | .09 |
| 169 | BILLINGS-HARDIN | 74,500 | .09 |
| 169 | CLARKSBURG-WESTON | 74,500 | .09 |
| 171 | MERIDIAN | 68,400 | .09 |
| 172 | JONESBORO | 64,600 | .08 |
| 173 | ALEXANDRIA, LA | 64,500 | .08 |
| 173 | GREENWOOD-GREENVILLE | 64,500 | .08 |
| 175 | ARDMORE-ADA | 63,700 | .08 |
| 176 | EL CENTRO-YUMA | 63,500 | .08 |
| 177 | MARQUETTE | 62,100 | .08 |
| 178 | GREAT FALLS | 62,000 | .08 |
| 179 | BILOXI-GULFPORT-PASCAGOULA | 61,000 | .08 |
| 180 | PANAMA CITY | 60,500 | .08 |
| 181 | CASPER-RIVERTON | 57,900 | .07 |
| 182 | BOWLING GREEN | 54,400 | .07 |
| 183 | EUREKA | 54,000 | .07 |
| 184 | JACKSON, TN | 51,600 | .06 |
| 184 | ROSWELL | 51,600 | .06 |
| 186 | GRAND JUNCTION | 50,800 | .06 |
| 187 | TUSCALOOSA | 50,300 | .06 |
| 188 | PALM SPRINGS | 47,900 | .06 |
| 189 | LAFAYETTE, IN | 47,300 | .06 |
| 190 | CHEYENNE | 46,400 | .06 |
| 191 | ST. JOSEPH | 45,000 | .06 |
| 192 | ANNISTON | 43,000 | .05 |
| 193 | HARRISONBURG | 39,300 | .05 |
| 194 | LIMA | 37,000 | .05 |
| 195 | PARKERSBURG | 35,200 | .04 |
| 196 | SAN ANGELO | 34,600 | .04 |
| 197 | LAREDO | 32,700 | .04 |
| 197 | MANKATO | 32,700 | .04 |
| 199 | PRESQUE ISLE | 30,000 | .04 |
| 200 | OTTUMWA-KIRKSVILLE | 28,100 | .04 |
| 201 | ZANESVILLE | 27,800 | .03 |
| 202 | FARMINGTON | 27,000 | .03 |
| 203 | TWIN FALLS | 25,700 | .03 |
| 204 | VICTORIA | 24,200 | .03 |
| 205 | BEND | 24,000 | .03 |
| 206 | HELENA | 16,800 | .02 |
| 207 | NORTH PLATTE | 16,300 | .02 |
| 208 | SELMA | 15,800 | .02 |
| 209 | ALPENA | 11,100 | .01 |
| 210 | GLENDIVE | 6,200 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## MEN 18-49

US TOTAL 53,644,500

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,894,600 | 7.26 |
| 2 | LOS ANGELES | 2,892,800 | 5.39 |
| 3 | CHICAGO | 1,974,900 | 3.68 |
| 4 | PHILADELPHIA | 1,546,100 | 2.88 |
| 5 | SAN FRANCISCO | 1,312,500 | 2.45 |
| 6 | BOSTON | 1,232,900 | 2.30 |
| 7 | DETROIT | 1,098,300 | 2.05 |
| 8 | WASHINGTON, DC | 1,040,600 | 1.94 |
| 9 | HOUSTON | 977,100 | 1.82 |
| 10 | DALLAS-FT. WORTH | 922,100 | 1.72 |
| 11 | CLEVELAND | 858,030 | 1.60 |
| 12 | ATLANTA | 766,500 | 1.43 |
| 13 | MINNEAPOLIS-ST. PAUL | 759,500 | 1.42 |
| 14 | SEATTLE-TACOMA | 737,000 | 1.37 |
| 15 | PITTSBURGH | 725,600 | 1.35 |
| 16 | DENVER | 647,900 | 1.21 |
| 17 | ST. LOUIS | 631,300 | 1.18 |
| 18 | MIAMI | 622,800 | 1.16 |
| 19 | BALTIMORE | 569,500 | 1.06 |
| 20 | SAN DIEGO | 542,700 | 1.01 |
| 21 | SACRAMENTO-STOCKTON | 538,500 | 1.00 |
| 22 | INDIANAPOLIS | 514,400 | .96 |
| 23 | PORTLAND, OR | 510,400 | .95 |
| 24 | HARTFORD-NEW HAVEN | 507,800 | .95 |
| 25 | TAMPA-ST. PETERSBURG (SARASOTA) | 497,100 | .93 |
| 26 | PHOENIX (FLAGSTAFF) | 496,800 | .93 |
| 27 | KANSAS CITY | 441,000 | .82 |
| 28 | CINCINNATI | 438,400 | .82 |
| 29 | MILWAUKEE | 436,100 | .81 |
| 30 | NASHVILLE | 424,100 | .79 |
| 31 | RALEIGH-DURHAM | 420,400 | .78 |
| 32 | CHARLOTTE | 416,000 | .78 |
| 33 | NEW ORLEANS | 409,700 | .76 |
| 34 | SALT LAKE CITY | 396,700 | .74 |
| 35 | COLUMBUS, OH | 393,600 | .73 |
| 36 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 380,800 | .71 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 380,700 | .71 |
| 38 | BUFFALO | 377,000 | .70 |
| 39 | MEMPHIS | 372,000 | .69 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 365,900 | .68 |
| 41 | ORLANDO-DAYTONA BEACH | 350,900 | .65 |
| 42 | OKLAHOMA CITY | 350,200 | .65 |
| 43 | LOUISVILLE | 347,100 | .65 |
| 44 | CHARLESTON-HUNTINGTON | 338,600 | .63 |
| 45 | SAN ANTONIO | 338,500 | .63 |
| 46 | PROVIDENCE-NEW BEDFORD | 335,400 | .63 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 304,800 | .57 |
| 48 | BIRMINGHAM | 299,500 | .56 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 296,700 | .55 |
| 50 | DAYTON | 295,500 | .55 |
| 51 | FLINT-SAGINAW-BAY CITY | 295,300 | .55 |
| 52 | RICHMOND (CHARLOTTESVILLE) | 292,500 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 280,900 | .52 |
| 54 | LITTLE ROCK | 273,500 | .51 |
| 55 | KNOXVILLE | 271,100 | .51 |
| 56 | MOBILE-PENSACOLA | 270,900 | .50 |
| 57 | WILKES BARRE-SCRANTON | 267,500 | .50 |
| 58 | SHREVEPORT-TEXARKANA | 260,400 | .49 |
| 59 | TOLEDO | 258,700 | .48 |
| 60 | TULSA | 257,900 | .48 |
| 61 | FRESNO | 253,200 | .47 |
| 62 | JACKSONVILLE | 246,600 | .46 |
| 63 | ALBUQUERQUE | 246,000 | .46 |
| 64 | WICHITA-HUTCHINSON | 245,100 | .46 |
| 65 | ROANOKE-LYNCHBURG | 237,700 | .44 |
| 66 | SYRACUSE | 237,400 | .44 |
| 67 | DES MOINES | 222,300 | .41 |
| 68 | GREEN BAY | 220,700 | .41 |
| 69 | ROCHESTER, NY | 217,000 | .40 |
| 70 | SPRINGFIELD-DECATUR-CHAMPAIGN | 211,700 | .39 |
| 71 | OMAHA | 208,500 | .39 |
| 72 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 208,100 | .39 |
| 73 | SPOKANE | 207,900 | .39 |
| 74 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 203,300 | .38 |
| 75 | LEXINGTON | 196,900 | .37 |
| 76 | PADUCAH-CAPE GERARDEAU-HARRISBURG | 196,400 | .37 |
| 77 | AUSTIN, TX | 187,900 | .35 |
| 78 | CHATTANOOGA | 186,600 | .35 |
| 79 | COLUMBIA, SC | 185,800 | .35 |
| 80 | BATON ROUGE | 182,700 | .34 |
| 81 | PORTLAND-POLAND SPRING | 182,600 | .34 |
| 82 | SOUTH BEND-ELKHART | 174,600 | .33 |
| 83 | BRISTOL-KINGSPORT-JOHNSON CITY | 174,400 | .33 |
| 84 | WEST PALM BEACH | 173,400 | .32 |
| 85 | JOHNSTOWN-ALTOONA | 172,800 | .32 |
| 86 | WACO-TEMPLE | 172,700 | .32 |
| 87 | GREENVILLE-NEW BERN-WASHINGTON | 168,100 | .31 |
| 88 | TUCSON | 165,800 | .31 |
| 89 | BURLINGTON-PLATTSBURGH | 165,500 | .31 |
| 90 | JACKSON, MS | 165,300 | .31 |
| 91 | YOUNGSTOWN | 163,000 | .31 |
| 92 | SPRINGFIELD, MO | 162,600 | .30 |
| 93 | LANSING | 161,400 | .30 |
| 94 | HUNTSVILLE-DECATUR-FLORENCE | 159,900 | .30 |
| 95 | EVANSVILLE | 158,200 | .29 |
| 96 | FT. WAYNE | 154,000 | .29 |
| 97 | LINCOLN-HASTINGS-KEARNEY | 153,400 | .29 |
| 98 | EL PASO | 149,500 | .28 |
| 99 | CHARLESTON, SC | 146,600 | .27 |
| 100 | SPRINGFIELD, MA | 144,600 | .27 |
| 101 | SAVANNAH | 141,300 | .26 |
| 102 | COLORADO SPRINGS-PUEBLO | 139,400 | .26 |
| 103 | SALINAS-MONTEREY | 138,600 | .26 |
| 104 | AUGUSTA | 137,300 | .26 |
| 105 | MADISON | 136,500 | .25 |
| 106 | PEORIA | 136,500 | .25 |
| 107 | SIOUX FALLS-MITCHELL | 136,200 | .25 |
| 108 | LAS VEGAS | 135,300 | .25 |
| 109 | COLUMBUS, GA | 131,700 | .25 |
| 110 | FARGO | 126,900 | .24 |
| 111 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 123,800 | .23 |
| 112 | LAFAYETTE, LA | 123,600 | .23 |
| 113 | ROCKFORD | 118,400 | .22 |
| 114 | MONROE-EL DORADO | 117,200 | .22 |
| 115 | MCALLEN-BROWNSVILLE (LRGV) | 113,300 | .21 |
| 116 | YAKIMA | 110,700 | .21 |
| 117 | AMARILLO | 109,200 | .20 |
| 118 | EUGENE | 107,800 | .20 |
| 119 | RENO | 107,200 | .20 |
| 120 | WICHITA FALLS-LAWTON | 105,600 | .20 |
| 121 | TALLAHASSEE | 105,300 | .20 |
| 122 | CORPUS CHRISTI | 104,800 | .20 |
| 122 | MONTGOMERY | 104,800 | .20 |
| 124 | DULUTH-SUPERIOR | 104,200 | .19 |
| 125 | BOISE | 104,000 | .19 |
| 126 | BEAUMONT-PORT ARTHUR | 103,300 | .19 |
| 127 | LUBBOCK | 102,800 | .19 |
| 128 | WAUSAU-RHINELANDER | 97,400 | .18 |
| 129 | LA CROSSE-EAU CLAIRE | 97,200 | .18 |
| 130 | MACON | 96,300 | .18 |
| 131 | COLUMBIA-JEFFERSON CITY | 95,900 | .18 |
| 132 | TERRE HAUTE | 94,900 | .18 |
| 133 | BLUEFIELD-BECKLEY-OAK HILL | 94,800 | .18 |
| 134 | JOPLIN-PITTSBURG | 92,800 | .17 |
| 135 | BINGHAMTON | 92,200 | .17 |
| 136 | WHEELING-STEUBENVILLE | 91,800 | .17 |
| 137 | TOPEKA | 91,500 | .17 |
| 138 | TRAVERSE CITY-CADILLAC | 89,600 | .17 |
| 139 | ODESSA-MIDLAND | 89,000 | .17 |
| 140 | MINOT-BISMARCK-DICKINSON | 88,700 | .17 |
| 141 | COLUMBUS-TUPELO | 87,800 | .16 |
| 142 | SIOUX CITY | 86,500 | .16 |
| 143 | FLORENCE, SC | 85,500 | .16 |
| 144 | BAKERSFIELD | 83,500 | .16 |
| 145 | FT. SMITH | 82,100 | .15 |
| 146 | ALBANY, GA | 81,900 | .15 |
| 147 | CHICO-REDDING | 81,600 | .15 |
| 148 | ERIE | 81,500 | .15 |
| 149 | ROCHESTER-MASON CITY-AUSTIN | 80,500 | .15 |
| 150 | WILMINGTON | 79,200 | .15 |
| 151 | MISSOULA-BUTTE | 78,900 | .15 |
| 152 | FT. MYERS-NAPLES | 74,300 | .14 |
| 153 | IDAHO FALLS-POCATELLO | 73,900 | .14 |
| 154 | BANGOR | 72,400 | .13 |
| 155 | MEDFORD | 69,500 | .13 |
| 156 | QUINCY-HANNIBAL | 68,900 | .13 |
| 157 | LAKE CHARLES | 68,600 | .13 |
| 158 | RAPID CITY | 66,100 | .12 |
| 159 | ABILENE-SWEETWATER | 63,000 | .12 |
| 160 | DOTHAN | 62,900 | .12 |
| 161 | UTICA | 61,300 | .11 |
| 162 | TYLER | 59,500 | .11 |
| 163 | GAINESVILLE | 57,400 | .11 |
| 164 | LAUREL-HATTIESBURG | 54,200 | .10 |
| 165 | WATERTOWN-CARTHAGE | 50,800 | .09 |
| 166 | BILLINGS-HARDIN | 50,000 | .09 |
| 167 | ELMIRA | 49,900 | .09 |
| 168 | SALISBURY | 48,300 | .09 |
| 169 | ALEXANDRIA, MN | 46,000 | .09 |
| 170 | CLARKSBURG-WESTON | 45,900 | .09 |
| 171 | BILOXI-GULFPORT-PASCAGOULA | 43,900 | .08 |
| 172 | MERIDIAN | 43,300 | .08 |
| 173 | CASPER-RIVERTON | 42,700 | .08 |
| 174 | ALEXANDRIA, LA | 42,100 | .08 |
| 175 | GREENWOOD-GREENVILLE | 42,000 | .08 |
| 176 | MARQUETTE | 41,500 | .08 |
| 177 | EL CENTRO-YUMA | 41,200 | .08 |
| 178 | GREAT FALLS | 41,100 | .08 |
| 179 | JONESBORO | 39,500 | .07 |
| 180 | PANAMA CITY | 38,600 | .07 |
| 181 | ARDMORE-ADA | 37,300 | .07 |
| 181 | LAFAYETTE, IN | 37,300 | .07 |
| 183 | BOWLING GREEN | 36,200 | .07 |
| 183 | EUREKA | 36,200 | .07 |
| 185 | TUSCALOOSA | 36,000 | .07 |
| 186 | GRAND JUNCTION | 34,000 | .06 |
| 187 | ROSWELL | 33,300 | .06 |
| 188 | JACKSON, TN | 32,000 | .06 |
| 189 | CHEYENNE | 31,200 | .06 |
| 190 | ANNISTON | 30,600 | .06 |
| 191 | PALM SPRINGS | 30,100 | .06 |
| 192 | ST. JOSEPH | 27,300 | .05 |
| 193 | HARRISONBURG | 26,900 | .05 |
| 194 | LIMA | 24,300 | .05 |
| 195 | SAN ANGELO | 23,400 | .04 |
| 196 | PARKERSBURG | 23,300 | .04 |
| 197 | LAREDO | 22,800 | .04 |
| 198 | MANKATO | 21,800 | .04 |
| 199 | FARMINGTON | 20,500 | .04 |
| 199 | PRESQUE ISLE | 20,500 | .04 |
| 201 | ZANESVILLE | 18,000 | .03 |
| 202 | VICTORIA | 17,300 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 16,600 | .03 |
| 204 | BEND | 16,500 | .03 |
| 205 | TWIN FALLS | 16,400 | .03 |
| 206 | HELENA | 11,600 | .02 |
| 207 | NORTH PLATTE | 10,400 | .02 |
| 208 | SELMA | 10,200 | .02 |
| 209 | ALPENA | 7,200 | .01 |
| 210 | GLENDIVE | 4,200 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## MEN 18-34

US TOTAL 34,255,200

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,341,500 | 6.84 |
| 2 | LOS ANGELES | 1,850,800 | 5.40 |
| 3 | CHICAGO | 1,253,300 | 3.65 |
| 4 | PHILADELPHIA | 971,800 | 2.84 |
| 5 | SAN FRANCISCO | 823,900 | 2.41 |
| 6 | BOSTON | 791,900 | 2.31 |
| 7 | DETROIT | 699,800 | 2.04 |
| 8 | HOUSTON | 635,300 | 1.85 |
| 9 | WASHINGTON, DC | 634,200 | 1.85 |
| 10 | DALLAS-FT. WORTH | 582,600 | 1.70 |
| 11 | CLEVELAND | 539,400 | 1.57 |
| 12 | MINNEAPOLIS-ST. PAUL | 493,000 | 1.44 |
| 13 | ATLANTA | 476,600 | 1.39 |
| 13 | SEATTLE-TACOMA | 476,600 | 1.39 |
| 15 | PITTSBURGH | 463,400 | 1.35 |
| 16 | DENVER | 429,500 | 1.25 |
| 17 | ST. LOUIS | 391,900 | 1.14 |
| 18 | SAN DIEGO | 382,500 | 1.12 |
| 19 | MIAMI | 374,200 | 1.09 |
| 20 | BALTIMORE | 359,700 | 1.04 |
| 21 | SACRAMENTO-STOCKTON | 346,000 | 1.01 |
| 22 | PORTLAND, OR | 328,600 | .96 |
| 23 | INDIANAPOLIS | 325,000 | .95 |
| 24 | PHOENIX (FLAGSTAFF) | 321,300 | .94 |
| 25 | HARTFORD-NEW HAVEN | 320,100 | .93 |
| 26 | TAMPA-ST. PETERSBURG (SARASOTA) | 307,000 | .90 |
| 27 | RALEIGH-DURHAM | 283,200 | .83 |
| 28 | CINCINNATI | 279,600 | .82 |
| 29 | KANSAS CITY | 278,500 | .81 |
| 30 | MILWAUKEE | 278,300 | .81 |
| 31 | SALT LAKE CITY | 270,300 | .79 |
| 32 | NASHVILLE | 268,800 | .78 |
| 33 | NEW ORLEANS | 264,000 | .77 |
| 34 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 257,400 | .75 |
| 35 | CHARLOTTE | 256,700 | .75 |
| 36 | COLUMBUS, OH | 255,900 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 249,200 | .73 |
| 38 | MEMPHIS | 242,400 | .71 |
| 39 | BUFFALO | 238,700 | .70 |
| 40 | OKLAHOMA CITY | 227,100 | .66 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 224,900 | .66 |
| 42 | LOUISVILLE | 223,700 | .65 |
| 43 | SAN ANTONIO | 219,600 | .64 |
| 44 | ORLANDO-DAYTONA BEACH | 219,100 | .64 |
| 45 | CHARLESTON-HUNTINGTON | 214,200 | .63 |
| 45 | PROVIDENCE-NEW BEDFORD | 214,200 | .63 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 190,400 | .56 |
| 48 | BIRMINGHAM | 188,400 | .55 |
| 49 | FLINT-SAGINAW-BAY CITY | 186,700 | .55 |
| 50 | RICHMOND (CHARLOTTESVILLE) | 186,500 | .54 |
| 51 | DAYTON | 182,700 | .53 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 181,000 | .53 |
| 53 | ALBANY-SCHENECTADY-TROY | 178,900 | .52 |
| 54 | MOBILE-PENSACOLA | 172,800 | .50 |
| 55 | LITTLE ROCK | 171,300 | .50 |
| 56 | KNOXVILLE | 169,300 | .49 |
| 57 | TOLEDO | 168,900 | .49 |
| 58 | WILKES BARRE-SCRANTON | 166,200 | .49 |
| 59 | FRESNO | 166,100 | .48 |
| 60 | SHREVEPORT-TEXARKANA | 164,800 | .48 |
| 61 | ALBUQUERQUE | 159,100 | .46 |
| 62 | WICHITA-HUTCHINSON | 158,800 | .46 |
| 63 | TULSA | 158,700 | .46 |
| 64 | SYRACUSE | 157,300 | .46 |
| 65 | JACKSONVILLE | 156,400 | .46 |
| 66 | ROANOKE-LYNCHBURG | 149,000 | .43 |
| 67 | DES MOINES | 144,700 | .42 |
| 68 | SPRINGFIELD-DECATUR-CHAMPAIGN | 142,500 | .42 |
| 69 | GREEN BAY | 141,400 | .41 |
| 70 | ROCHESTER, NY | 138,500 | .40 |
| 71 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 138,400 | .40 |
| 72 | SPOKANE | 134,700 | .39 |
| 73 | AUSTIN, TX | 134,100 | .39 |
| 74 | OMAHA | 131,800 | .38 |
| 75 | WACO-TEMPLE | 128,600 | .38 |
| 76 | LEXINGTON | 128,400 | .37 |
| 77 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 127,900 | .37 |
| 78 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 125,900 | .37 |
| 79 | COLUMBIA, SC | 125,200 | .37 |
| 80 | BATON ROUGE | 124,100 | .36 |
| 81 | GREENVILLE-NEW BERN-WASHINGTON | 120,100 | .35 |
| 82 | JOHNSTOWN-ALTOONA | 114,300 | .33 |
| 82 | PORTLAND-POLAND SPRING | 114,300 | .33 |
| 84 | CHATTANOOGA | 113,700 | .33 |
| 85 | TUCSON | 110,800 | .32 |
| 86 | SOUTH BEND-ELKHART | 110,700 | .32 |
| 87 | LANSING | 110,000 | .32 |
| 88 | BURLINGTON-PLATTSBURGH | 109,300 | .32 |
| 89 | JACKSON, MS | 107,500 | .31 |
| 90 | WEST PALM BEACH | 106,600 | .31 |
| 91 | BRISTOL-KINGSPORT-JOHNSON CITY | 105,300 | .31 |
| 92 | SPRINGFIELD, MO | 104,000 | .30 |
| 93 | YOUNGSTOWN | 103,400 | .30 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 102,000 | .30 |
| 95 | CHARLESTON, SC | 100,600 | .29 |
| 96 | EL PASO | 100,300 | .29 |
| 97 | EVANSVILLE | 100,000 | .29 |
| 98 | SAVANNAH | 98,400 | .29 |
| 99 | FT. WAYNE | 98,100 | .29 |
| 100 | HUNTSVILLE-DECATUR-FLORENCE | 97,000 | .28 |
| 101 | SALINAS-MONTEREY | 96,900 | .28 |
| 102 | SPRINGFIELD, MA | 96,000 | .28 |
| 103 | MADISON | 93,700 | .27 |
| 104 | COLORADO SPRINGS-PUEBLO | 93,100 | .27 |
| 105 | COLUMBUS, GA | 91,900 | .27 |
| 106 | AUGUSTA | 89,600 | .26 |
| 107 | SIOUX FALLS-MITCHELL | 89,300 | .26 |
| 108 | PEORIA | 89,200 | .26 |
| 109 | FARGO | 86,800 | .25 |
| 110 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 86,300 | .25 |
| 111 | LAS VEGAS | 82,700 | .24 |
| 112 | LAFAYETTE, LA | 81,500 | .24 |
| 113 | MONROE-EL DORADO | 76,000 | .22 |
| 114 | MCALLEN-BROWNSVILLE (LRGV) | 73,200 | .21 |
| 115 | ROCKFORD | 72,900 | .21 |
| 116 | WICHITA FALLS-LAWTON | 71,900 | .21 |
| 117 | TALLAHASSEE | 71,500 | .21 |
| 118 | YAKIMA | 71,200 | .21 |
| 119 | EUGENE | 71,000 | .21 |
| 120 | LUBBOCK | 70,000 | .20 |
| 121 | AMARILLO | 69,200 | .20 |
| 122 | CORPUS CHRISTI | 68,400 | .20 |
| 123 | DULUTH-SUPERIOR | 67,400 | .20 |
| 124 | BOISE | 66,900 | .20 |
| 124 | RENO | 66,900 | .20 |
| 126 | MONTGOMERY | 66,800 | .20 |
| 127 | COLUMBIA-JEFFERSON CITY | 65,700 | .19 |
| 128 | LA CROSSE-EAU CLAIRE | 64,800 | .19 |
| 128 | TOPEKA | 64,800 | .19 |
| 130 | BEAUMONT-PORT ARTHUR | 64,400 | .19 |
| 131 | WAUSAU-RHINELANDER | 61,900 | .18 |
| 132 | BLUEFIELD-BECKLEY-OAK HILL | 61,500 | .18 |
| 133 | TERRE HAUTE | 61,100 | .18 |
| 134 | MACON | 60,700 | .18 |
| 135 | MINOT-BISMARCK-DICKINSON | 58,400 | .17 |
| 136 | JOPLIN-PITTSBURG | 57,700 | .17 |
| 137 | WHEELING-STEUBENVILLE | 57,500 | .17 |
| 138 | BINGHAMTON | 57,400 | .17 |
| 139 | COLUMBUS-TUPELO | 56,800 | .17 |
| 139 | ODESSA-MIDLAND | 56,800 | .17 |
| 141 | SIOUX CITY | 56,500 | .16 |
| 142 | TRAVERSE CITY-CADILLAC | 55,700 | .16 |
| 143 | FLORENCE, SC | 54,700 | .16 |
| 144 | BAKERSFIELD | 54,400 | .16 |
| 145 | ERIE | 52,900 | .15 |
| 146 | CHICO-REDDING | 52,400 | .15 |
| 146 | FT. SMITH | 52,400 | .15 |
| 148 | ALBANY, GA | 52,000 | .15 |
| 148 | MISSOULA-BUTTE | 52,000 | .15 |
| 150 | ROCHESTER-MASON CITY-AUSTIN | 50,100 | .15 |
| 151 | WILMINGTON | 49,700 | .15 |
| 152 | IDAHO FALLS-POCATELLO | 48,400 | .14 |
| 153 | LAKE CHARLES | 46,900 | .14 |
| 154 | BANGOR | 46,500 | .14 |
| 155 | FT. MYERS-NAPLES | 45,000 | .13 |
| 156 | RAPID CITY | 44,900 | .13 |
| 157 | QUINCY-HANNIBAL | 44,600 | .13 |
| 158 | GAINESVILLE | 43,400 | .13 |
| 159 | MEDFORD | 42,700 | .12 |
| 160 | ABILENE-SWEETWATER | 40,700 | .12 |
| 161 | DOTHAN | 39,600 | .12 |
| 162 | UTICA | 38,900 | .11 |
| 163 | TYLER | 37,600 | .11 |
| 164 | LAUREL-HATTIESBURG | 35,500 | .10 |
| 165 | WATERTOWN-CARTHAGE | 33,400 | .10 |
| 166 | BILLINGS-HARDIN | 31,600 | .09 |
| 167 | ELMIRA | 31,100 | .09 |
| 168 | SALISBURY | 30,000 | .09 |
| 169 | BILOXI-GULFPORT-PASCAGOULA | 29,700 | .09 |
| 170 | CLARKSBURG-WESTON | 29,500 | .09 |
| 171 | ALEXANDRIA, MN | 29,400 | .09 |
| 171 | MARQUETTE | 29,400 | .09 |
| 173 | LAFAYETTE, IN | 28,900 | .08 |
| 174 | GREENWOOD-GREENVILLE | 28,400 | .08 |
| 175 | CASPER-RIVERTON | 28,300 | .08 |
| 176 | MERIDIAN | 27,900 | .08 |
| 177 | EL CENTRO-YUMA | 26,800 | .08 |
| 178 | ALEXANDRIA, LA | 26,700 | .08 |
| 179 | GREAT FALLS | 26,100 | .08 |
| 180 | TUSCALOOSA | 25,000 | .07 |
| 181 | EUREKA | 24,400 | .07 |
| 182 | JONESBORO | 24,200 | .07 |
| 183 | PANAMA CITY | 23,600 | .07 |
| 184 | BOWLING GREEN | 23,500 | .07 |
| 185 | ARDMORE-ADA | 23,200 | .07 |
| 186 | GRAND JUNCTION | 21,600 | .06 |
| 187 | ROSWELL | 21,000 | .06 |
| 188 | ANNISTON | 20,600 | .06 |
| 189 | JACKSON, TN | 20,400 | .06 |
| 190 | CHEYENNE | 20,200 | .06 |
| 191 | PALM SPRINGS | 19,200 | .06 |
| 192 | HARRISONBURG | 18,000 | .05 |
| 193 | ST. JOSEPH | 17,900 | .05 |
| 194 | SAN ANGELO | 15,700 | .05 |
| 195 | LIMA | 15,600 | .05 |
| 196 | MANKATO | 15,300 | .04 |
| 197 | LAREDO | 15,100 | .04 |
| 198 | PARKERSBURG | 14,100 | .04 |
| 199 | FARMINGTON | 13,500 | .04 |
| 200 | PRESQUE ISLE | 13,400 | .04 |
| 201 | ZANESVILLE | 11,200 | .03 |
| 202 | OTTUMWA-KIRKSVILLE | 11,100 | .03 |
| 203 | VICTORIA | 11,100 | .03 |
| 204 | BEND | 10,400 | .03 |
| 205 | TWIN FALLS | 10,300 | .03 |
| 206 | HELENA | 7,500 | .02 |
| 207 | SELMA | 6,600 | .02 |
| 208 | NORTH PLATTE | 6,400 | .02 |
| 209 | ALPENA | 4,400 | .01 |
| 210 | GLENDIVE | 2,700 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## MEN 25-49

US TOTAL 38,745,900

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,931,700 | 7.57 |
| 2 | LOS ANGELES | 2,110,200 | 5.45 |
| 3 | CHICAGO | 1,443,000 | 3.72 |
| 4 | PHILADELPHIA | 1,118,200 | 2.89 |
| 5 | SAN FRANCISCO | 991,900 | 2.56 |
| 6 | BOSTON | 889,900 | 2.30 |
| 7 | DETROIT | 800,600 | 2.07 |
| 8 | WASHINGTON, DC | 789,600 | 2.04 |
| 9 | HOUSTON | 726,900 | 1.88 |
| 10 | DALLAS-FT. WORTH | 681,500 | 1.76 |
| 11 | CLEVELAND | 627,500 | 1.62 |
| 12 | ATLANTA | 573,300 | 1.48 |
| 13 | MINNEAPOLIS-ST. PAUL | 547,900 | 1.41 |
| 14 | SEATTLE-TACOMA | 539,100 | 1.39 |
| 15 | PITTSBURGH | 520,400 | 1.34 |
| 16 | DENVER | 475,800 | 1.23 |
| 17 | MIAMI | 466,500 | 1.21 |
| 18 | ST. LOUIS | 463,200 | 1.20 |
| 19 | BALTIMORE | 418,800 | 1.08 |
| 20 | SACRAMENTO-STOCKTON | 393,600 | 1.02 |
| 21 | PORTLAND, OR | 383,100 | .99 |
| 22 | INDIANAPOLIS | 371,100 | .96 |
| 23 | HARTFORD-NEW HAVEN | 369,400 | .95 |
| 24 | TAMPA-ST. PETERSBURG (SARASOTA) | 367,200 | .95 |
| 25 | PHOENIX (FLAGSTAFF) | 356,500 | .92 |
| 26 | SAN DIEGO | 353,900 | .91 |
| 27 | KANSAS CITY | 320,400 | .83 |
| 28 | CINCINNATI | 315,800 | .82 |
| 29 | MILWAUKEE | 315,600 | .81 |
| 30 | CHARLOTTE | 308,500 | .80 |
| 31 | NASHVILLE | 304,000 | .78 |
| 32 | NEW ORLEANS | 292,500 | .75 |
| 33 | RALEIGH-DURHAM | 285,000 | .74 |
| 34 | COLUMBUS, OH | 280,400 | .72 |
| 35 | SALT LAKE CITY | 276,600 | .71 |
| 36 | BUFFALO | 269,000 | .69 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 268,600 | .69 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 267,000 | .69 |
| 39 | MEMPHIS | 262,700 | .68 |
| 40 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 251,100 | .65 |
| 41 | ORLANDO-DAYTONA BEACH | 250,500 | .65 |
| 42 | LOUISVILLE | 249,200 | .64 |
| 43 | OKLAHOMA CITY | 246,800 | .64 |
| 44 | CHARLESTON-HUNTINGTON | 246,600 | .64 |
| 45 | PROVIDENCE-NEW BEDFORD | 240,600 | .62 |
| 46 | SAN ANTONIO | 238,400 | .62 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 224,300 | .58 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 221,000 | .57 |
| 49 | BIRMINGHAM | 220,100 | .57 |
| 50 | DAYTON | 217,300 | .56 |
| 51 | RICHMOND (CHARLOTTESVILLE) | 213,000 | .55 |
| 52 | FLINT-SAGINAW-BAY CITY | 211,300 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 202,700 | .52 |
| 54 | LITTLE ROCK | 199,400 | .51 |
| 55 | KNOXVILLE | 198,300 | .51 |
| 56 | WILKES BARRE-SCRANTON | 195,100 | .50 |
| 57 | MOBILE-PENSACOLA | 193,000 | .50 |
| 58 | TULSA | 191,800 | .50 |
| 59 | SHREVEPORT-TEXARKANA | 187,100 | .48 |
| 60 | TOLEDO | 183,100 | .47 |
| 61 | FRESNO | 180,400 | .47 |
| 62 | JACKSONVILLE | 180,000 | .46 |
| 63 | ALBUQUERQUE | 178,500 | .46 |
| 64 | WICHITA-HUTCHINSON | 175,800 | .45 |
| 65 | ROANOKE-LYNCHBURG | 169,800 | .44 |
| 66 | SYRACUSE | 161,800 | .42 |
| 67 | GREEN BAY | 159,200 | .41 |
| 68 | DES MOINES | 156,600 | .40 |
| 69 | ROCHESTER, NY | 156,000 | .40 |
| 70 | OMAHA | 152,300 | .39 |
| 71 | SPOKANE | 149,700 | .39 |
| 72 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 149,500 | .39 |
| 73 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 143,900 | .37 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 142,400 | .37 |
| 75 | CHATTANOOGA | 139,100 | .36 |
| 76 | LEXINGTON | 138,700 | .36 |
| 77 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 137,100 | .35 |
| 78 | PORTLAND-POLAND SPRING | 136,100 | .35 |
| 79 | BRISTOL-KINGSPORT-JOHNSON CITY | 130,900 | .34 |
| 80 | WEST PALM BEACH | 129,000 | .33 |
| 81 | COLUMBIA, SC | 128,000 | .33 |
| 82 | SOUTH BEND-ELKHART | 127,000 | .33 |
| 83 | BATON ROUGE | 126,000 | .33 |
| 84 | AUSTIN, TX | 125,000 | .32 |
| 85 | YOUNGSTOWN | 120,800 | .31 |
| 86 | JACKSON, MS | 117,200 | .30 |
| 86 | TUCSON | 117,200 | .30 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 116,800 | .30 |
| 88 | JOHNSTOWN-ALTOONA | 116,800 | .30 |
| 90 | BURLINGTON-PLATTSBURGH | 115,200 | .30 |
| 91 | EVANSVILLE | 114,700 | .30 |
| 92 | FT. WAYNE | 112,400 | .29 |
| 93 | SPRINGFIELD, MO | 111,500 | .29 |
| 94 | LANSING | 109,800 | .28 |
| 95 | LINCOLN-HASTINGS-KEARNEY | 106,600 | .28 |
| 96 | GREENVILLE-NEW BERN-WASHINGTON | 100,900 | .26 |
| 97 | LAS VEGAS | 100,800 | .26 |
| 98 | EL PASO | 100,700 | .26 |
| 99 | SPRINGFIELD, MA | 99,700 | .26 |
| 100 | CHARLESTON, SC | 97,800 | .25 |
| 101 | AUGUSTA | 96,400 | .25 |
| 102 | PEORIA | 96,200 | .25 |
| 103 | SALINAS-MONTEREY | 96,000 | .25 |
| 104 | COLORADO SPRINGS-PUEBLO | 95,800 | .25 |
| 105 | WACO-TEMPLE | 95,200 | .25 |
| 106 | SIOUX FALLS-MITCHELL | 95,100 | .25 |
| 107 | MADISON | 94,400 | .24 |
| 108 | SAVANNAH | 92,200 | .24 |
| 109 | ROCKFORD | 87,800 | .23 |
| 110 | LAFAYETTE, LA | 85,700 | .22 |
| 111 | FARGO | 85,000 | .22 |
| 112 | COLUMBUS, GA | 82,900 | .21 |
| 112 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 82,900 | .21 |
| 114 | RENO | 81,300 | .21 |
| 115 | YAKIMA | 81,100 | .21 |
| 116 | MCALLEN-BROWNSVILLE (LRGV) | 80,800 | .21 |
| 117 | MONROE-EL DORADO | 80,500 | .21 |
| 118 | EUGENE | 79,400 | .20 |
| 119 | AMARILLO | 79,000 | .20 |
| 120 | BOISE | 76,500 | .20 |
| 121 | DULUTH-SUPERIOR | 75,300 | .19 |
| 122 | BEAUMONT-PORT ARTHUR | 75,200 | .19 |
| 123 | CORPUS CHRISTI | 74,900 | .19 |
| 124 | MONTGOMERY | 74,100 | .19 |
| 125 | TALLAHASSEE | 71,800 | .19 |
| 126 | WAUSAU-RHINELANDER | 69,600 | .18 |
| 127 | BLUEFIELD-BECKLEY-OAK HILL | 69,500 | .18 |
| 128 | MACON | 69,200 | .18 |
| 129 | WICHITA FALLS-LAWTON | 68,400 | .18 |
| 130 | WHEELING-STEUBENVILLE | 67,900 | .18 |
| 131 | LUBBOCK | 67,300 | .17 |
| 132 | JOPLIN-PITTSBURG | 66,900 | .17 |
| 133 | LA CROSSE-EAU CLAIRE | 66,800 | .17 |
| 133 | TERRE HAUTE | 66,800 | .17 |
| 135 | TRAVERSE CITY-CADILLAC | 66,700 | .17 |
| 136 | BINGHAMTON | 66,100 | .17 |
| 137 | ODESSA-MIDLAND | 64,500 | .17 |
| 138 | COLUMBIA-JEFFERSON CITY | 64,100 | .17 |
| 139 | MINOT-BISMARCK-DICKINSON | 63,200 | .16 |
| 140 | FLORENCE, SC | 62,500 | .16 |
| 141 | SIOUX CITY | 61,100 | .16 |
| 142 | COLUMBUS-TUPELO | 60,700 | .16 |
| 143 | BAKERSFIELD | 60,200 | .16 |
| 144 | ALBANY, GA | 59,500 | .15 |
| 145 | CHICO-REDDING | 59,300 | .15 |
| 145 | ROCHESTER-MASON CITY-AUSTIN | 59,300 | .15 |
| 147 | WILMINGTON | 58,400 | .15 |
| 148 | TOPEKA | 58,200 | .15 |
| 149 | FT. SMITH | 57,800 | .15 |
| 150 | ERIE | 57,600 | .15 |
| 151 | MISSOULA-BUTTE | 56,300 | .15 |
| 152 | FT. MYERS-NAPLES | 55,700 | .14 |
| 153 | MEDFORD | 53,400 | .14 |
| 154 | IDAHO FALLS-POCATELLO | 52,800 | .14 |
| 155 | BANGOR | 51,200 | .13 |
| 156 | QUINCY-HANNIBAL | 47,800 | .12 |
| 157 | RAPID CITY | 46,700 | .12 |
| 158 | DOTHAN | 44,900 | .12 |
| 159 | LAKE CHARLES | 44,800 | .12 |
| 160 | TYLER | 44,100 | .11 |
| 161 | ABILENE-SWEETWATER | 43,300 | .11 |
| 162 | UTICA | 42,900 | .11 |
| 163 | BILLINGS-HARDIN | 39,300 | .10 |
| 163 | LAUREL-HATTIESBURG | 37,300 | .10 |
| 165 | ELMIRA | 36,100 | .09 |
| 166 | SALISBURY | 35,300 | .09 |
| 167 | GAINESVILLE | 33,800 | .09 |
| 168 | WATERTOWN-CARTHAGE | 33,400 | .09 |
| 169 | ALEXANDRIA, MN | 33,100 | .09 |
| 170 | CLARKSBURG-WESTON | 32,800 | .08 |
| 171 | CASPER-RIVERTON | 31,300 | .08 |
| 172 | MERIDIAN | 30,400 | .08 |
| 173 | ALEXANDRIA, LA | 29,800 | .08 |
| 174 | GREAT FALLS | 29,500 | .08 |
| 175 | BILOXI-GULFPORT-PASCAGOULA | 28,500 | .07 |
| 176 | JONESBORO | 28,400 | .07 |
| 177 | EL CENTRO-YUMA | 28,300 | .07 |
| 177 | GREENWOOD-GREENVILLE | 28,300 | .07 |
| 179 | PANAMA CITY | 27,800 | .07 |
| 180 | ARDMORE-ADA | 26,900 | .07 |
| 181 | EUREKA | 25,900 | .07 |
| 182 | MARQUETTE | 25,700 | .07 |
| 183 | GRAND JUNCTION | 25,600 | .07 |
| 184 | BOWLING GREEN | 24,600 | .06 |
| 185 | JACKSON, TN | 24,000 | .06 |
| 186 | ROSWELL | 23,900 | .06 |
| 187 | TUSCALOOSA | 22,700 | .06 |
| 188 | CHEYENNE | 22,400 | .06 |
| 189 | PALM SPRINGS | 22,100 | .06 |
| 190 | ANNISTON | 19,800 | .05 |
| 191 | LAFAYETTE, IN | 18,900 | .05 |
| 192 | ST. JOSEPH | 18,800 | .05 |
| 193 | HARRISONBURG | 17,600 | .05 |
| 193 | LIMA | 17,600 | .05 |
| 195 | PARKERSBURG | 17,500 | .05 |
| 196 | SAN ANGELO | 16,000 | .04 |
| 197 | LAREDO | 15,900 | .04 |
| 198 | FARMINGTON | 14,600 | .04 |
| 199 | PRESQUE ISLE | 14,300 | .04 |
| 200 | MANKATO | 14,000 | .04 |
| 201 | BEND | 12,900 | .03 |
| 201 | GAINESVILLE | 12,900 | .03 |
| 203 | VICTORIA | 12,600 | .03 |
| 204 | TWIN FALLS | 12,000 | .03 |
| 205 | OTTUMWA-KIRKSVILLE | 10,800 | .03 |
| 206 | HELENA | 8,700 | .02 |
| 207 | NORTH PLATTE | 7,600 | .02 |
| 208 | SELMA | 7,100 | .02 |
| 209 | ALPENA | 5,100 | .01 |
| 210 | GLENDIVE | 3,000 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## MEN 25-54

US TOTAL 44,065,100

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,384,000 | 7.68 |
| 2 | LOS ANGELES | 2,379,300 | 5.40 |
| 3 | CHICAGO | 1,645,400 | 3.73 |
| 4 | PHILADELPHIA | 1,293,700 | 2.94 |
| 5 | SAN FRANCISCO | 1,113,300 | 2.53 |
| 6 | BOSTON | 1,015,300 | 2.30 |
| 7 | DETROIT | 914,600 | 2.08 |
| 8 | WASHINGTON, DC | 888,600 | 2.02 |
| 9 | HOUSTON | 806,200 | 1.83 |
| 10 | DALLAS-FT. WORTH | 764,800 | 1.74 |
| 11 | CLEVELAND | 724,000 | 1.64 |
| 12 | ATLANTA | 640,300 | 1.45 |
| 13 | MINNEAPOLIS-ST. PAUL | 614,100 | 1.39 |
| 14 | PITTSBURGH | 608,400 | 1.38 |
| 15 | SEATTLE-TACOMA | 602,300 | 1.37 |
| 16 | MIAMI | 542,200 | 1.23 |
| 17 | ST. LOUIS | 531,200 | 1.21 |
| 18 | DENVER | 525,300 | 1.19 |
| 19 | BALTIMORE | 477,600 | 1.08 |
| 20 | SACRAMENTO-STOCKTON | 445,700 | 1.01 |
| 21 | PORTLAND, OR | 427,400 | .97 |
| 22 | TAMPA-ST. PETERSBURG (SARASOTA) | 426,100 | .97 |
| 23 | HARTFORD-NEW HAVEN | 423,000 | .96 |
| 24 | INDIANAPOLIS | 422,900 | .96 |
| 25 | PHOENIX (FLAGSTAFF) | 400,800 | .91 |
| 26 | SAN DIEGO | 394,400 | .90 |
| 27 | KANSAS CITY | 362,800 | .82 |
| 28 | CINCINNATI | 360,900 | .82 |
| 29 | MILWAUKEE | 359,900 | .82 |
| 30 | CHARLOTTE | 350,700 | .80 |
| 31 | NASHVILLE | 344,000 | .78 |
| 32 | NEW ORLEANS | 328,600 | .75 |
| 33 | RALEIGH-DURHAM | 320,100 | .73 |
| 34 | COLUMBUS, OH | 318,200 | .72 |
| 35 | BUFFALO | 313,600 | .71 |
| 36 | SALT LAKE CITY | 307,200 | .70 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 305,500 | .69 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 304,000 | .69 |
| 39 | MEMPHIS | 296,400 | .67 |
| 40 | ORLANDO-DAYTONA BEACH | 289,500 | .66 |
| 41 | LOUISVILLE | 282,300 | .64 |
| 42 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 281,900 | .64 |
| 43 | CHARLESTON-HUNTINGTON | 281,800 | .64 |
| 44 | OKLAHOMA CITY | 279,100 | .63 |
| 45 | PROVIDENCE-NEW BEDFORD | 277,800 | .63 |
| 46 | SAN ANTONIO | 270,400 | .61 |
| 47 | HARRTSBURG-YORK-LANCASTER-LEBANON | 257,900 | .59 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 252,000 | .57 |
| 49 | BIRMINGHAM | 250,900 | .57 |
| 50 | DAYTON | 249,400 | .57 |
| 51 | FLINT-SAGINAW-BAY CITY | 242,100 | .55 |
| 52 | RICHMOND (CHARLOTTESVILLE) | 241,000 | .55 |
| 53 | ALBANY-SCHENECTADY-TROY | 233,800 | .53 |
| 54 | WILKES BARRE-SCRANTON | 229,500 | .52 |
| 55 | LITTLE ROCK | 226,600 | .51 |
| 56 | KNOXVILLE | 225,000 | .51 |
| 57 | MOBILE-PENSACOLA | 218,400 | .50 |
| 58 | TULSA | 217,500 | .49 |
| 59 | SHREVEPORT-TEXARKANA | 214,400 | .49 |
| 60 | TOLEDO | 209,500 | .48 |
| 61 | JACKSONVILLE | 204,200 | .46 |
| 62 | FRESNO | 203,400 | .46 |
| 63 | WICHITA-HUTCHINSON | 202,000 | .46 |
| 64 | ALBUQUERQUE | 200,200 | .45 |
| 65 | ROANOKE-LYNCHBURG | 194,700 | .44 |
| 66 | SYRACUSE | 185,000 | .42 |
| 67 | GREEN BAY | 181,300 | .41 |
| 68 | DES MOINES | 178,500 | .41 |
| 69 | ROCHESTER, NY | 178,100 | .40 |
| 70 | OMAHA | 172,400 | .39 |
| 71 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 170,400 | .39 |
| 72 | SPOKANE | 169,000 | .38 |
| 73 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 163,100 | .37 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 162,300 | .37 |
| 75 | CHATTANOOGA | 157,800 | .36 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 157,200 | .36 |
| 77 | LEXINGTON | 156,500 | .36 |
| 78 | PORTLAND-POLAND SPRING | 155,100 | .35 |
| 79 | BRISTOL-KINGSPORT-JOHNSON CITY | 149,400 | .34 |
| 80 | WEST PALM BEACH | 148,900 | .34 |
| 81 | SOUTH BEND-ELKHART | 145,200 | .33 |
| 82 | COLUMBIA, SC | 143,100 | .32 |
| 83 | BATON ROUGE | 140,600 | .32 |
| 83 | YOUNGSTOWN | 140,600 | .32 |
| 85 | AUSTIN, TX | 138,600 | .31 |
| 86 | JOHNSTOWN-ALTOONA | 135,300 | .31 |
| 87 | JACKSON, MS | 133,600 | .30 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 133,400 | .30 |
| 89 | TUCSON | 132,.00 | .30 |
| 90 | EVANSVILLE | 131,000 | .30 |
| 91 | BURLINGTON-PLATTSBURGH | 130,200 | .30 |
| 92 | SPRINGFIELD, MO | 129,000 | .29 |
| 93 | FT. WAYNE | 127,600 | .29 |
| 94 | LANSING | 123,300 | .28 |
| 95 | LINCOLN-HASTINGS-KEARNEY | 121,800 | .28 |
| 96 | SPRINGFIELD, MA | 114,400 | .26 |
| 97 | LAS VEGAS | 113,700 | .26 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 113,600 | .26 |
| 99 | EL PASO | 113,500 | .26 |
| 100 | SIOUX FALLS-MITCHELL | 110,000 | .25 |
| 101 | PEORIA | 109,400 | .25 |
| 102 | AUGUSTA | 109,000 | .25 |
| 103 | CHARLESTON, SC | 108,400 | .25 |
| 104 | COLORADO SPRINGS-PUEBLO | 107,900 | .24 |
| 105 | WACO-TEMPLE | 107,300 | .24 |
| 106 | SALINAS-MONTEREY | 106,700 | .24 |
| 107 | MADISON | 103,600 | .24 |
| 108 | SAVANNAH | 103,700 | .24 |
| 109 | ROCKFORD | 99,900 | .23 |
| 110 | LAFAYETTE, LA | 98,000 | .22 |
| 111 | FARGO | 96,600 | .22 |
| 112 | COLUMBUS, GA | 94,400 | .21 |
| 113 | MONROE-EL DORADO | 92,800 | .21 |
| 114 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 92,700 | .21 |
| 115 | YAKIMA | 91,700 | .21 |
| 116 | RENO | 91,200 | .21 |
| 117 | MCALLEN-BROWNSVILLE (LRGV) | 90,700 | .21 |
| 118 | AMARILLO | 90,400 | .21 |
| 119 | EUGENE | 88,700 | .20 |
| 120 | DULUTH-SUPERIOR | 86,600 | .20 |
| 121 | BEAUMONT-PORT ARTHUR | 86,500 | .20 |
| 122 | BOISE | 85,300 | .19 |
| 123 | MONTGOMERY | 84,700 | .19 |
| 124 | CORPUS CHRISTI | 84,400 | .19 |
| 125 | TALLAHASSEE | 81,000 | .18 |
| 126 | WAUSAU-RHINELANDER | 79,800 | .18 |
| 127 | BLUEFIELD-BECKLEY-OAK HILL | 79,500 | .18 |
| 128 | MACON | 79,100 | .18 |
| 129 | WHEELING-STEUBENVILLE | 78,600 | .18 |
| 130 | WICHITA FALLS-LAWTON | 78,100 | .18 |
| 131 | JOPLIN-PITTSBURG | 77,700 | .18 |
| 132 | LUBBOCK | 76,800 | .17 |
| 132 | TERRE HAUTE | 76,800 | .17 |
| 134 | BINGHAMTON | 76,700 | .17 |
| 135 | TRAVERSE CITY-CADILLAC | 76,300 | .17 |
| 136 | LA CROSSE-EAU CLAIRE | 76,200 | .17 |
| 137 | ODESSA-MIDLAND | 73,500 | .17 |
| 138 | COLUMBIA-JEFFERSON CITY | 72,500 | .16 |
| 139 | MINOT-BISMARCK-DICKINSON | 71,800 | .16 |
| 140 | SIOUX CITY | 70,700 | .16 |
| 141 | FLORENCE, SC | 70,500 | .16 |
| 142 | COLUMBUS-TUPELO | 69,300 | .16 |
| 143 | BAKERSFIELD | 68,100 | .15 |
| 143 | ROCHESTER-MASON CITY-AUSTIN | 68,100 | .15 |
| 145 | CHICO-REDDING | 67,500 | .15 |
| 146 | ALBANY, GA | 67,200 | .15 |
| 147 | ERIE | 66,500 | .15 |
| 148 | WILMINGTON | 66,400 | .15 |
| 149 | FT. SMITH | 65,500 | .15 |
| 150 | FT. MYERS-NAPLES | 65,400 | .15 |
| 150 | TOPEKA | 65,400 | .15 |
| 152 | MISSOULA-BUTTE | 62,900 | .14 |
| 153 | MEDFORD | 60,500 | .14 |
| 154 | IDAHO FALLS-POCATELLO | 58,700 | .13 |
| 155 | BANGOR | 58,500 | .13 |
| 156 | QUINCY-HANNIBAL | 55,100 | .13 |
| 157 | RAPID CITY | 52,800 | .12 |
| 158 | DOTHAN | 51,300 | .12 |
| 159 | LAKE CHARLES | 50,900 | .12 |
| 160 | ABILENE-SWEETWATER | 50,200 | .11 |
| 160 | TYLER | 50,200 | .11 |
| 162 | UTICA | 49,700 | .11 |
| 163 | LAUREL-HATTIESBURG | 42,600 | .10 |
| 164 | BILLINGS-HARDIN | 42,300 | .10 |
| 165 | ELMIRA | 41,700 | .09 |
| 166 | SALISBURY | 40,900 | .09 |
| 167 | WATERTOWN-CARTHAGE | 38,700 | .09 |
| 168 | ALEXANDRIA, MN | 38,600 | .09 |
| 169 | CLARKSBURG-WESTON | 37,800 | .09 |
| 170 | GAINESVILLE | 37,500 | .09 |
| 171 | CASPER-RIVERTON | 34,900 | .08 |
| 172 | MERIDIAN | 34,800 | .08 |
| 173 | ALEXANDRIA, LA | 34,400 | .08 |
| 174 | GREAT FALLS | 33,500 | .08 |
| 175 | JONESBORO | 32,700 | .07 |
| 176 | EL CENTRO-YUMA | 32,400 | .07 |
| 177 | BILOXI-GULFPORT-PASCAGOULA | 32,100 | .07 |
| 177 | GREENWOOD-GREENVILLE | 32,100 | .07 |
| 177 | PANAMA CITY | 32,100 | .07 |
| 180 | ARDMORE-ADA | 31,300 | .07 |
| 181 | MARQUETTE | 29,300 | .07 |
| 182 | EUREKA | 29,000 | .07 |
| 183 | GRAND JUNCTION | 28,900 | .07 |
| 184 | BOWLING GREEN | 28,200 | .06 |
| 185 | JACKSON, TN | 27,400 | .06 |
| 185 | ROSWELL | 27,400 | .06 |
| 187 | TUSCALOOSA | 25,700 | .06 |
| 188 | CHEYENNE | 25,500 | .06 |
| 189 | PALM SPRINGS | 25,000 | .06 |
| 190 | ANNISTON | 22,500 | .05 |
| 191 | ST. JOSEPH | 21,700 | .05 |
| 192 | LAFAYETTE, IN | 20,900 | .05 |
| 193 | LIMA | 20,200 | .05 |
| 194 | HARRISONBURG | 20,100 | .05 |
| 195 | PARKERSBURG | 19,900 | .05 |
| 196 | SAN ANGELO | 18,100 | .04 |
| 197 | LAREDO | 17,900 | .04 |
| 198 | PRESQUE ISLE | 16,300 | .04 |
| 199 | FARMINGTON | 16,200 | .04 |
| 200 | MANKATO | 16,000 | .04 |
| 201 | ZANESVILLE | 15,000 | .03 |
| 202 | BEND | 14,200 | .03 |
| 203 | VICTORIA | 14,100 | .03 |
| 204 | TWIN FALLS | 13,600 | .03 |
| 205 | OTTUMWA-KIRKSVILLE | 12,700 | .03 |
| 206 | HELENA | 9,800 | .02 |
| 207 | NORTH PLATTE | 8,700 | .02 |
| 208 | SELMA | 8,200 | .02 |
| 209 | ALPENA | 6,000 | .01 |
| 210 | GLENDIVE | 3,300 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**TEENS 12-17** — US TOTAL 21,848,000

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,663,200 | 7.61 |
| 2 | LOS ANGELES | 1,049,000 | 4.80 |
| 3 | CHICAGO | 819,600 | 3.75 |
| 4 | PHILADELPHIA | 665,800 | 3.05 |
| 5 | BOSTON | 510,800 | 2.34 |
| 6 | DETROIT | 473,200 | 2.18 |
| 7 | SAN FRANCISCO | 439,900 | 2.01 |
| 8 | WASHINGTON, DC | 403,200 | 1.85 |
| 9 | CLEVELAND | 373,300 | 1.71 |
| 10 | DALLAS-FT. WORTH | 349,400 | 1.60 |
| 11 | HOUSTON | 344,300 | 1.58 |
| 12 | MINNEAPOLIS-ST. PAUL | 309,100 | 1.41 |
| 13 | ATLANTA | 304,800 | 1.40 |
| 14 | PITTSBURGH | 304,500 | 1.39 |
| 15 | ST. LOUIS | 281,600 | 1.29 |
| 16 | SEATTLE-TACOMA | 252,200 | 1.15 |
| 17 | BALTIMORE | 237,800 | 1.09 |
| 17 | MIAMI | 237,800 | 1.09 |
| 19 | INDIANAPOLIS | 217,400 | 1.00 |
| 20 | DENVER | 213,700 | .98 |
| 21 | HARTFORD-NEW HAVEN | 208,900 | .96 |
| 22 | TAMPA-ST. PETERSBURG (SARASOTA) | 207,600 | .95 |
| 23 | SACRAMENTO-STOCKTON | 205,100 | .94 |
| 24 | PHOENIX (FLAGSTAFF) | 199,100 | .91 |
| 25 | CINCINNATI | 190,300 | .87 |
| 26 | MILWAUKEE | 187,800 | .86 |
| 27 | PORTLAND, OR | 186,700 | .85 |
| 28 | NEW ORLEANS | 179,200 | .82 |
| 29 | MEMPHIS | 174,800 | .80 |
| 30 | CHARLOTTE | 173,700 | .80 |
| 31 | BUFFALO | 171,900 | .79 |
| 32 | KANSAS CITY | 171,700 | .79 |
| 33 | NASHVILLE | 166,500 | .76 |
| 34 | SALT LAKE CITY | 164,400 | .75 |
| 35 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 162,000 | .74 |
| 36 | SAN DIEGO | 161,300 | .74 |
| 37 | SAN ANTONIO | 156,600 | .72 |
| 38 | RALEIGH-DURHAM | 155,500 | .71 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 151,900 | .70 |
| 40 | COLUMBUS, OH | 150,600 | .69 |
| 41 | ORLANDO-DAYTONA BEACH | 146,800 | .67 |
| 42 | CHARLESTON-HUNTINGTON | 146,300 | .67 |
| 43 | PROVIDENCE-NEW BEDFORD | 145,900 | .67 |
| 44 | LOUISVILLE | 144,100 | .66 |
| 45 | FLINT-SAGINAW-BAY CITY | 140,900 | .64 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 137,900 | .63 |
| 47 | BIRMINGHAM | 130,300 | .60 |
| 48 | OKLAHOMA CITY | 128,400 | .59 |
| 49 | DAYTON | 126,900 | .58 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 124,600 | .57 |
| 51 | ALBANY-SCHENECTADY-TROY | 124,300 | .57 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 121,700 | .56 |
| 53 | LITTLE ROCK | 120,100 | .55 |
| 54 | MOBILE-PENSACOLA | 119,300 | .55 |
| 55 | SHREVEPORT-TEXARKANA | 118,400 | .54 |
| 56 | RICHMOND (CHARLOTTESVILLE) | 116,000 | .53 |
| 56 | WILKES BARRE-SCRANTON | 116,000 | .53 |
| 58 | KNOXVILLE | 114,800 | .53 |
| 59 | TOLEDO | 109,900 | .50 |
| 60 | ALBUQUERQUE | 108,600 | .50 |
| 61 | FRESNO | 106,700 | .49 |
| 62 | GREEN BAY | 105,300 | .48 |
| 63 | TULSA | 102,900 | .47 |
| 64 | JACKSONVILLE | 104,600 | .48 |
| 65 | SYRACUSE | 100,100 | .46 |
| 66 | WICHITA-HUTCHINSON | 96,300 | .44 |
| 67 | ROANOKE-LYNCHBURG | 94,300 | .43 |
| 68 | ROCHESTER, NY | 91,900 | .42 |
| 69 | OMAHA | 90,500 | .41 |
| 70 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 90,100 | .41 |
| 71 | DES MOINES | 87,800 | .40 |
| 72 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 87,700 | .40 |
| 73 | JACKSON, MS | 82,300 | .38 |
| 74 | SPOKANE | 81,800 | .37 |
| 75 | PORTLAND-POLAND SPRING | 80,500 | .37 |
| 76 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 79,700 | .36 |
| 77 | LEXINGTON | 79,200 | .36 |
| 78 | CHATTANOOGA | 78,000 | .36 |
| 79 | SPRINGFIELD-DECATUR-CHAMPAIGN | 77,400 | .35 |
| 80 | BATON ROUGE | 77,100 | .35 |
| 81 | SOUTH BEND-ELKHART | 76,500 | .35 |
| 82 | COLUMBIA, SC | 75,300 | .34 |
| 83 | BRISTOL-KINGSPORT-JOHNSON CITY | 73,600 | .34 |
| 84 | YOUNGSTOWN | 72,700 | .33 |
| 85 | MCALLEN-BROWNSVILLE (LRGV) | 71,600 | .33 |
| 86 | JOHNSTOWN-ALTOONA | 70,900 | .32 |
| 87 | HUNTSVILLE-DECATUR-FLORENCE | 70,800 | .32 |
| 88 | EL PASO | 68,800 | .31 |
| 89 | EVANSVILLE | 68,500 | .31 |
| 90 | FT. WAYNE | 68,000 | .31 |
| 90 | WEST PALM BEACH | 68,000 | .31 |
| 92 | BURLINGTON-PLATTSBURGH | 67,300 | .31 |
| 93 | SPRINGFIELD, MO | 66,800 | .31 |
| 94 | TUCSON | 62,800 | .29 |
| 95 | AUGUSTA | 62,100 | .28 |
| 96 | LAFAYETTE, LA | 61,700 | .28 |
| 97 | SIOUX FALLS-MITCHELL | 60,800 | .28 |
| 98 | LANSING | 59,800 | .27 |
| 99 | GREENVILLE-NEW BERN-WASHINGTON | 59,400 | .27 |
| 99 | SPRINGFIELD, MA | 59,400 | .27 |
| 101 | AUSTIN, TX | 59,200 | .27 |
| 102 | MONROE-EL DORADO | 59,100 | .27 |
| 103 | CHARLESTON, SC | 58,300 | .27 |
| 104 | LINCOLN-HASTINGS-KEARNEY | 58,100 | .27 |
| 105 | SAVANNAH | 57,100 | .26 |
| 106 | COLUMBUS, GA | 54,300 | .25 |
| 107 | PEORIA | 52,700 | .24 |
| 108 | ROCKFORD | 52,500 | .24 |
| 109 | COLORADO SPRINGS-PUEBLO | 51,900 | .24 |
| 110 | WACO-TEMPLE | 50,600 | .23 |
| 111 | MONTGOMERY | 50,100 | .23 |
| 112 | MADISON | 49,200 | .23 |
| 113 | FARGO | 49,100 | .22 |
| 114 | CORPUS CHRISTI | 48,400 | .22 |
| 115 | LAS VEGAS | 48,200 | .22 |
| 116 | WAUSAU-RHINELANDER | 47,000 | .22 |
| 117 | BEAUMONT-PORT ARTHUR | 46,300 | .21 |
| 118 | DULUTH-SUPERIOR | 45,500 | .21 |
| 119 | AMARILLO | 45,200 | .21 |
| 120 | MACON | 44,900 | .21 |
| 121 | YAKIMA | 44,200 | .20 |
| 122 | TRAVERSE CITY-CADILLAC | 44,100 | .20 |
| 123 | SALINAS-MONTEREY | 43,800 | .20 |
| 124 | TALLAHASSEE | 43,400 | .20 |
| 125 | BINGHAMTON | 43,000 | .20 |
| 126 | LUBBOCK | 42,000 | .19 |
| 127 | BLUEFIELD-BECKLEY-OAK HILL | 41,900 | .19 |
| 128 | FLORENCE, SC | 41,600 | .19 |
| 128 | LA CROSSE-EAU CLAIRE | 41,600 | .19 |
| 130 | ALBANY, GA | 41,500 | .19 |
| 131 | BOISE | 40,900 | .19 |
| 131 | JOPLIN-PITTSBURG | 40,900 | .19 |
| 133 | COLUMBUS-TUPELO | 40,300 | .18 |
| 134 | WHEELING-STEUBENVILLE | 40,200 | .18 |
| 135 | TERRE HAUTE | 39,800 | .18 |
| 136 | MINOT-BISMARCK-DICKINSON | 39,000 | .18 |
| 137 | EUGENE | 38,800 | .18 |
| 138 | WICHITA FALLS-LAWTON | 38,600 | .18 |
| 139 | WILMINGTON | 37,700 | .17 |
| 140 | SIOUX CITY | 37,200 | .17 |
| 141 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 37,100 | .17 |
| 142 | ODESSA-MIDLAND | 36,600 | .17 |
| 143 | ROCHESTER-MASON CITY-AUSTIN | 36,500 | .17 |
| 144 | ERIE | 35,900 | .16 |
| 145 | RENO | 35,400 | .16 |
| 146 | BAKERSFIELD | 34,300 | .16 |
| 146 | COLUMBIA-JEFFERSON CITY | 34,300 | .16 |
| 148 | FT. SMITH | 33,900 | .16 |
| 149 | IDAHO FALLS-POCATELLO | 31,900 | .15 |
| 150 | CHICO-REDDING | 31,800 | .15 |
| 150 | FT. MYERS-NAPLES | 31,800 | .15 |
| 152 | BANGOR | 30,700 | .14 |
| 153 | MISSOULA-BUTTE | 29,700 | .14 |
| 154 | TOPEKA | 29,400 | .13 |
| 155 | QUINCY-HANNIBAL | 28,700 | .13 |
| 156 | MEDFORD | 28,200 | .13 |
| 156 | UTICA | 28,200 | .13 |
| 158 | DOTHAN | 27,400 | .13 |
| 159 | LAKE CHARLES | 27,000 | .12 |
| 160 | ABILENE-SWEETWATER | 26,700 | .12 |
| 161 | RAPID CITY | 25,900 | .12 |
| 162 | GREENWOOD-GREENVILLE | 25,400 | .12 |
| 162 | TYLER | 25,400 | .12 |
| 164 | LAUREL-HATTIESBURG | 24,900 | .11 |
| 165 | WATERTOWN-CARTHAGE | 23,900 | .11 |
| 166 | ELMIRA | 23,600 | .11 |
| 167 | ALEXANDRIA, MN | 23,300 | .11 |
| 168 | ALEXANDRIA, LA | 21,800 | .10 |
| 169 | SALISBURY | 21,500 | .10 |
| 170 | MERIDIAN | 21,100 | .10 |
| 171 | BILLINGS-HARDIN | 20,300 | .09 |
| 172 | EL CENTRO-YUMA | 19,700 | .09 |
| 173 | CLARKSBURG-WESTON | 19,200 | .09 |
| 174 | GREAT FALLS | 17,500 | .08 |
| 174 | JONESBORO | 17,500 | .08 |
| 176 | ARDMORE-ADA | 17,100 | .08 |
| 176 | BILOXI-GULFPORT-PASCAGOULA | 17,100 | .08 |
| 178 | PANAMA CITY | 17,000 | .08 |
| 179 | GAINESVILLE | 15,900 | .07 |
| 180 | ROSWELL | 15,700 | .07 |
| 181 | CASPER-RIVERTON | 15,200 | .07 |
| 182 | MARQUETTE | 14,500 | .07 |
| 183 | JACKSON, TN | 14,100 | .06 |
| 184 | BOWLING GREEN | 14,000 | .06 |
| 185 | LAREDO | 13,900 | .06 |
| 186 | GRAND JUNCTION | 13,100 | .06 |
| 187 | PALM SPRINGS | 12,900 | .06 |
| 188 | TUSCALOOSA | 12,600 | .06 |
| 189 | CHEYENNE | 12,300 | .06 |
| 190 | EUREKA | 11,800 | .05 |
| 191 | ST. JOSEPH | 11,700 | .05 |
| 192 | ANNISTON | 11,600 | .05 |
| 193 | LIMA | 11,000 | .05 |
| 194 | PARKERSBURG | 10,200 | .05 |
| 195 | FARMINGTON | 9,800 | .04 |
| 196 | HARRISONBURG | 9,600 | .04 |
| 196 | PRESQUE ISLE | 9,600 | .04 |
| 198 | SAN ANGELO | 9,200 | .04 |
| 199 | LAFAYETTE, IN | 8,600 | .04 |
| 199 | ZANESVILLE | 8,600 | .04 |
| 201 | MANKATO | 7,900 | .04 |
| 202 | VICTORIA | 7,500 | .03 |
| 203 | TWIN FALLS | 6,900 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 6,400 | .03 |
| 205 | SELMA | 6,200 | .03 |
| 206 | BEND | 6,100 | .03 |
| 207 | HELENA | 4,800 | .02 |
| 208 | NORTH PLATTE | 4,300 | .02 |
| 209 | ALPENA | 3,800 | .02 |
| 210 | GLENDIVE | 1,700 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## CHILDREN 2-11

US TOTAL 32,321,000

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,237,700 | 6.92 |
| 2 | LOS ANGELES | 1,611,100 | 4.98 |
| 3 | CHICAGO | 1,214,100 | 3.76 |
| 4 | PHILADELPHIA | 902,900 | 2.79 |
| 5 | DETROIT | 688,600 | 2.13 |
| 6 | BOSTON | 664,000 | 2.05 |
| 7 | SAN FRANCISCO | 619,600 | 1.92 |
| 8 | HOUSTON | 573,900 | 1.78 |
| 9 | DALLAS-FT. WORTH | 555,700 | 1.72 |
| 10 | WASHINGTON, DC | 550,900 | 1.70 |
| 11 | CLEVELAND | 539,000 | 1.67 |
| 12 | ATLANTA | 462,000 | 1.43 |
| 13 | MINNEAPOLIS-ST. PAUL | 447,400 | 1.38 |
| 14 | PITTSBURGH | 415,300 | 1.28 |
| 15 | ST. LOUIS | 406,700 | 1.26 |
| 16 | SEATTLE-TACOMA | 384,700 | 1.19 |
| 17 | SALT LAKE CITY | 344,900 | 1.06 |
| 18 | DENVER | 334,200 | 1.03 |
| 19 | MIAMI | 327,000 | 1.01 |
| 20 | INDIANAPOLIS | 323,500 | 1.00 |
| 21 | PHOENIX (FLAGSTAFF) | 312,800 | .97 |
| 22 | BALTIMORE | 309,600 | .96 |
| 23 | SACRAMENTO-STOCKTON | 309,400 | .96 |
| 24 | PORTLAND, OR | 295,700 | .91 |
| 25 | TAMPA-ST. PETERSBURG (SARASOTA) | 288,200 | .89 |
| 26 | CINCINNATI | 284,900 | .88 |
| 27 | HARTFORD-NEW HAVEN | 274,000 | .85 |
| 28 | NEW ORLEANS | 270,500 | .84 |
| 29 | MEMPHIS | 265,900 | .82 |
| 30 | MILWAUKEE | 263,800 | .82 |
| 31 | KANSAS CITY | 263,300 | .81 |
| 32 | CHARLOTTE | 258,100 | .80 |
| 33 | SAN DIEGO | 251,800 | .78 |
| 34 | NASHVILLE | 251,500 | .78 |
| 35 | SAN ANTONIO | 248,700 | .77 |
| 36 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 244,200 | .76 |
| 37 | RALEIGH-DURHAM | 235,200 | .73 |
| 38 | COLUMBUS, OH | 233,600 | .72 |
| 39 | BUFFALO | 231,700 | .72 |
| 39 | CHARLESTON-HUNTINGTON | 231,700 | .72 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 225,100 | .70 |
| 42 | LOUISVILLE | 217,600 | .67 |
| 43 | ORLAHOMA CITY | 210,800 | .65 |
| 44 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 205,700 | .64 |
| 45 | FLINT-SAGINAW-BAY CITY | 205,200 | .63 |
| 46 | BIRMINGHAM | 200,900 | .62 |
| 47 | ORLANDO-DAYTONA BEACH | 199,200 | .62 |
| 48 | PROVIDENCE-NEW BEDFORD | 196,600 | .61 |
| 49 | DAYTON | 189,600 | .59 |
| 50 | SHREVEPORT-TEXARKANA | 186,900 | .58 |
| 51 | LITTLE ROCK | 185,900 | .58 |
| 52 | MOBILE-PENSACOLA | 183,600 | .57 |
| 53 | HARRISBURG-YORK-LANCASTER-LEBANON | 181,700 | .56 |
| 54 | GREENSBORO-WINSTON SALEM-HIGH POINT | 173,600 | .54 |
| 55 | TOLEDO | 172,900 | .53 |
| 56 | FRESNO | 171,200 | .53 |
| 57 | KNOXVILLE | 170,500 | .53 |
| 58 | ALBANY-SCHENECTADY-TROY | 166,400 | .51 |
| 59 | ALBUQUERQUE | 165,100 | .51 |
| 60 | TULSA | 164,900 | .51 |
| 61 | WILKES BARRE-SCRANTON | 161,800 | .50 |
| 62 | RICHMOND (CHARLOTTESVILLE) | 160,000 | .50 |
| 63 | JACKSONVILLE | 158,600 | .49 |
| 64 | WICHITA-HUTCHINSON | 150,100 | .46 |
| 65 | GREEN BAY | 145,000 | .45 |
| 66 | SYRACUSE | 137,200 | .42 |
| 67 | OMAHA | 135,900 | .42 |
| 68 | ROANOKE-LYNCHBURG | 133,400 | .41 |
| 69 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 133,200 | .41 |
| 70 | DES MOINES | 132,300 | .41 |
| 71 | SPOKANE | 129,300 | .40 |
| 72 | JACKSON, MS | 128,200 | .40 |
| 73 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 125,900 | .39 |
| 74 | ROCHESTER, NY | 125,200 | .39 |
| 75 | LEXINGTON | 121,900 | .38 |
| 76 | MCALLEN-BROWNSVILLE (LRGV) | 121,700 | .38 |
| 77 | CHATTANOOGA | 121,500 | .38 |
| 78 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 120,000 | .37 |
| 79 | SPRINGFIELD-DECATUR-CHAMPAIGN | 119,400 | .37 |
| 80 | BATON ROUGE | 119,300 | .37 |
| 81 | SOUTH BEND-ELKHART | 118,700 | .37 |
| 82 | EL PASO | 116,600 | .36 |
| 83 | PORTLAND-POLAND SPRING | 113,800 | .35 |
| 84 | COLUMBIA, SC | 112,000 | .35 |
| 85 | BRISTOL-KINGSPORT-JOHNSON CITY | 111,400 | .34 |
| 86 | YOUNGSTOWN | 106,700 | .33 |
| 87 | FT. WAYNE | 106,600 | .33 |
| 88 | JOHNSTOWN-ALTOONA | 103,700 | .32 |
| 89 | EVANSVILLE | 102,300 | .32 |
| 90 | HUNTSVILLE-DECATUR-FLORENCE | 100,900 | .31 |
| 91 | SPRINGFIELD, MO | 99,200 | .31 |
| 92 | TUCSON | 98,700 | .31 |
| 93 | WEST PALM BEACH | 97,700 | .30 |
| 94 | AUSTIN, TX | 94,600 | .29 |
| 95 | BURLINGTON-PLATTSBURGH | 94,100 | .29 |
| 96 | GREENVILLE-NEW BERN-WASHINGTON | 93,500 | .29 |
| 97 | SIOUX FALLS-MITCHELL | 93,200 | .29 |
| 98 | AUGUSTA | 93,000 | .29 |
| 99 | MONROE-EL DORADO | 91,700 | .28 |
| 100 | LINCOLN-HASTINGS-KEARNEY | 91,400 | .28 |
| 101 | LAFAYETTE, LA | 90,500 | .28 |
| 102 | LANSING | 90,000 | .28 |
| 103 | SAVANNAH | 89,800 | .28 |
| 104 | CHARLESTON, SC | 89,000 | .28 |
| 105 | WACO-TEMPLE | 86,900 | .27 |
| 106 | PEORIA | 84,300 | .26 |
| 107 | COLORADO SPRINGS-PUEBLO | 82,000 | .25 |
| 108 | COLUMBUS, GA | 80,700 | .25 |
| 109 | CORPUS CHRISTI | 79,500 | .25 |
| 109 | SPRINGFIELD, MA | 79,500 | .25 |
| 111 | MONTGOMERY | 76,900 | .24 |
| 112 | ROCKFORD | 76,800 | .24 |
| 113 | FARGO | 76,200 | .24 |
| 114 | AMARILLO | 76,000 | .24 |
| 115 | SALINAS-MONTEREY | 71,800 | .22 |
| 116 | LAS VEGAS | 71,200 | .22 |
| 116 | YAKIMA | 71,200 | .22 |
| 118 | MADISON | 70,700 | .22 |
| 119 | BEAUMONT-PORT ARTHUR | 70,500 | .22 |
| 119 | BOISE | 70,500 | .22 |
| 121 | BLUEFIELD-BECKLEY-OAK HILL | 70,200 | .22 |
| 122 | TALLAHASSEE | 68,500 | .21 |
| 123 | LUBBOCK | 67,800 | .21 |
| 124 | DULUTH-SUPERIOR | 66,400 | .21 |
| 125 | MACON | 65,200 | .20 |
| 126 | WAUSAU-RHINELANDER | 64,900 | .20 |
| 127 | ALBANY, GA | 64,700 | .20 |
| 128 | FLORENCE, SC | 63,600 | .20 |
| 129 | COLUMBUS-TUPELO | 62,800 | .19 |
| 130 | ODESSA-MIDLAND | 62,400 | .19 |
| 131 | WICHITA FALLS-LAWTON | 62,100 | .19 |
| 132 | IDAHO FALLS-POCATELLO | 61,900 | .19 |
| 133 | JOPLIN-PITTSBURG | 61,800 | .19 |
| 134 | EUGENE | 61,600 | .19 |
| 135 | MINOT-BISMARCK-DICKINSON | 61,100 | .19 |
| 136 | WHEELING-STEUBENVILLE | 60,800 | .19 |
| 137 | TRAVERSE CITY-CADILLAC | 60,500 | .19 |
| 138 | LA CROSSE-EAU CLAIRE | 60,300 | .19 |
| 139 | SIOUX CITY | 60,100 | .19 |
| 140 | TERRE HAUTE | 59,500 | .18 |
| 141 | BINGHAMTON | 57,400 | .18 |
| 142 | BAKERSFIELD | 56,800 | .18 |
| 143 | WILMINGTON | 56,100 | .17 |
| 144 | ERIE | 54,200 | .17 |
| 145 | ROCHESTER-MASON CITY-AUSTIN | 52,900 | .16 |
| 146 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 52,800 | .16 |
| 147 | FT. SMITH | 51,600 | .16 |
| 148 | COLUMBIA-JEFFERSON CITY | 51,200 | .16 |
| 149 | RENO | 49,700 | .15 |
| 150 | TOPEKA | 47,800 | .15 |
| 151 | CHICO-REDDING | 47,200 | .15 |
| 152 | FT. MYERS-NAPLES | 45,500 | .14 |
| 153 | MISSOULA-BUTTE | 44,600 | .14 |
| 154 | MEDFORD | 44,500 | .14 |
| 155 | BANGOR | 44,300 | .14 |
| 156 | DOTHAN | 43,400 | .13 |
| 157 | RAPID CITY | 43,100 | .13 |
| 158 | LAKE CHARLES | 42,800 | .13 |
| 159 | QUINCY-HANNIBAL | 42,500 | .13 |
| 160 | ABILENE-SWEETWATER | 41,300 | .13 |
| 161 | GREENWOOD-GREENVILLE | 39,800 | .12 |
| 162 | TYLER | 39,700 | .12 |
| 163 | LAUREL-HATTIESBURG | 39,400 | .12 |
| 164 | UTICA | 37,900 | .12 |
| 165 | MERIDIAN | 34,900 | .11 |
| 166 | WATERTOWN-CARTHAGE | 33,800 | .10 |
| 167 | ELMIRA | 33,100 | .10 |
| 168 | BILLINGS-HARDIN | 33,000 | .10 |
| 169 | EL CENTRO-YUMA | 32,100 | .10 |
| 170 | ALEXANDRIA, MN | 32,000 | .10 |
| 171 | ALEXANDRIA, LA | 31,500 | .10 |
| 172 | CLARKSBURG-WESTON | 30,600 | .09 |
| 173 | SALISBURY | 28,400 | .09 |
| 174 | BILOXI-GULFPORT-PASCAGOULA | 26,800 | .08 |
| 175 | GREAT FALLS | 26,700 | .08 |
| 176 | CASPER-RIVERTON | 26,600 | .08 |
| 177 | JONESBORO | 25,900 | .08 |
| 178 | PANAMA CITY | 25,800 | .08 |
| 179 | ARDMORE-ADA | 25,600 | .08 |
| 180 | ROSWELL | 25,200 | .08 |
| 181 | GAINESVILLE | 24,400 | .08 |
| 182 | LAREDO | 23,500 | .07 |
| 183 | JACKSON, TN | 22,100 | .07 |
| 184 | MARQUETTE | 21,900 | .07 |
| 185 | BOWLING GREEN | 21,400 | .07 |
| 186 | GRAND JUNCTION | 21,300 | .07 |
| 187 | PALM SPRINGS | 20,800 | .06 |
| 188 | CHEYENNE | 20,300 | .06 |
| 189 | TUSCALOOSA | 20,000 | .06 |
| 190 | EUREKA | 18,500 | .06 |
| 191 | ANNISTON | 17,900 | .06 |
| 192 | LIMA | 17,100 | .05 |
| 193 | ST. JOSEPH | 16,800 | .05 |
| 194 | FARMINGTON | 16,500 | .05 |
| 195 | PARKERSBURG | 15,300 | .05 |
| 196 | LAFAYETTE, IN | 14,500 | .04 |
| 197 | SAN ANGELO | 14,000 | .04 |
| 198 | HARRISONBURG | 13,800 | .04 |
| 199 | PRESQUE ISLE | 13,700 | .04 |
| 200 | TWIN FALLS | 12,700 | .04 |
| 201 | ZANESVILLE | 12,500 | .04 |
| 202 | VICTORIA | 11,900 | .04 |
| 203 | MANKATO | 11,700 | .04 |
| 204 | OTTUMWA-KIRKSVILLE | 10,200 | .03 |
| 205 | BEND | 9,800 | .03 |
| 206 | SELMA | 9,200 | .03 |
| 207 | NORTH PLATTE | 7,600 | .02 |
| 208 | HELENA | 7,000 | .02 |
| 209 | ALPENA | 4,500 | .01 |
| 210 | GLENDIVE | 2,800 | .01 |

# MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## CHILDREN 6-11

US TOTAL 19,099,000

| ADI Rank | ADI Market Name | Population in TV HH and Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,344,800 | 7.04 |
| 2 | LOS ANGELES | 932,700 | 4.88 |
| 3 | CHICAGO | 719,900 | 3.74 |
| 4 | PHILADELPHIA | 546,300 | 2.86 |
| 5 | DETROIT | 418,700 | 2.19 |
| 6 | BOSTON | 410,000 | 2.15 |
| 7 | SAN FRANCISCO | 367,900 | 1.93 |
| 8 | WASHINGTON, DC | 338,400 | 1.77 |
| 9 | HOUSTON | 332,600 | 1.75 |
| 10 | DALLAS-FT. WORTH | 329,700 | 1.73 |
| 11 | CLEVELAND | 322,400 | 1.69 |
| 12 | ATLANTA | 281,100 | 1.47 |
| 13 | MINNEAPOLIS-ST. PAUL | 262,600 | 1.37 |
| 14 | PITTSBURGH | 251,100 | 1.31 |
| 15 | ST. LOUIS | 239,100 | 1.25 |
| 16 | SEATTLE-TACOMA | 225,900 | 1.18 |
| 17 | MIAMI | 197,600 | 1.03 |
| 18 | DENVER | 196,200 | 1.03 |
| 19 | INDIANAPOLIS | 192,800 | 1.01 |
| 20 | BALTIMORE | 188,300 | .99 |
| 21 | PHOENIX (FLAGSTAFF) | 182,700 | .96 |
| 22 | SACRAMENTO-STOCKTON | 179,400 | .94 |
| 23 | SALT LAKE CITY | 177,200 | .93 |
| 24 | TAMPA-ST. PETERSBURG (SARASOTA) | 176,700 | .93 |
| 25 | PORTLAND, OR | 169,900 | .89 |
| 26 | HARTFORD-NEW HAVEN | 169,000 | .88 |
| 27 | CINCINNATI | 168,100 | .88 |
| 28 | CHARLOTTE | 158,700 | .83 |
| 29 | MEMPHIS | 156,000 | .82 |
| 30 | NEW ORLEANS | 155,700 | .82 |
| 31 | MILWAUKEE | 154,700 | .81 |
| 32 | KANSAS CITY | 153,900 | .81 |
| 33 | NASHVILLE | 148,500 | .78 |
| 34 | SAN ANTONIO | 147,100 | .77 |
| 35 | SAN DIEGO | 146,500 | .77 |
| 36 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 143,400 | .75 |
| 37 | BUFFALO | 140,700 | .74 |
| 38 | RALEIGH-DURHAM | 139,500 | .73 |
| 39 | COLUMBUS, OH | 138,400 | .72 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 136,800 | .72 |
| 41 | CHARLESTON-HUNTINGTON | 135,100 | .71 |
| 42 | LOUISVILLE | 127,600 | .67 |
| 43 | FLINT-SAGINAW-BAY CITY | 122,800 | .64 |
| 44 | ORLANDO-DAYTONA BEACH | 122,100 | .64 |
| 45 | OKLAHOMA CITY | 120,900 | .63 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 120,500 | .63 |
| 47 | PROVIDENCE-NEW BEDFORD | 119,900 | .63 |
| 48 | BIRMINGHAM | 118,700 | .62 |
| 49 | DAYTON | 113,500 | .59 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 109,700 | .57 |
| 51 | LITTLE ROCK | 108,600 | .57 |
| 52 | SHREVEPORT-TEXARKANA | 108,300 | .57 |
| 53 | MOBILE-PENSACOLA | 107,400 | .56 |
| 54 | GREENSBORO-WINSTON SALEM-HIGH POINT | 107,200 | .56 |
| 55 | KNOXVILLE | 102,500 | .54 |
| 56 | ALBANY-SCHENECTADY-TROY | 101,400 | .53 |
| 57 | TOLEDO | 101,100 | .53 |
| 58 | WILKES BARRE-SCRANTON | 98,100 | .51 |
| 59 | RICHMOND (CHARLOTTESVILLE) | 96,800 | .51 |
| 60 | FRESNO | 96,500 | .51 |
| 61 | TULSA | 96,000 | .50 |
| 62 | ALBUQUERQUE | 95,500 | .50 |
| 63 | JACKSONVILLE | 94,200 | .49 |
| 64 | GREEN BAY | 84,600 | .44 |
| 65 | WICHITA-HUTCHINSON | 83,400 | .44 |
| 66 | SYRACUSE | 82,500 | .43 |
| 67 | ROANOKE-LYNCHBURG | 81,700 | .43 |
| 68 | OMAHA | 78,700 | .41 |
| 69 | DES MOINES | 76,900 | .40 |
| 70 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) | 76,600 | .40 |
| 71 | ROCHESTER, NY | 76,300 | .40 |
| 72 | JACKSON, MS | 74,600 | .39 |
| 73 | SPOKANE | 74,300 | .39 |
| 74 | CHATTANOOGA | 73,100 | .38 |
| 75 | CEDAR RAPIDS-WATERLOO (DUBUQUE) | 72,600 | .38 |
| 76 | LEXINGTON | 72,100 | .38 |
| 77 | MCALLEN-BROWNSVILLE (LRGV) | 70,700 | .37 |
| 78 | PADUCAH-CAPE GIRARDEAU-HARRISBURG | 70,400 | .37 |
| 79 | SOUTH BEND-ELKHART | 70,000 | .37 |
| 80 | BATON ROUGE | 69,000 | .36 |
| 81 | PORTLAND-POLAND SPRING | 68,800 | .36 |
| 82 | SPRINGFIELD-DECATUR-CHAMPAIGN | 68,700 | .36 |
| 83 | EL PASO | 68,600 | .36 |
| 84 | BRISTOL-KINGSPORT-JOHNSON CITY | 67,500 | .35 |
| 85 | COLUMBIA, SC | 66,900 | .35 |
| 86 | YOUNGSTOWN | 63,600 | .33 |
| 87 | FT. WAYNE | 62,300 | .33 |
| 88 | JOHNSTOWN-ALTOONA | 62,300 | .33 |
| 89 | HUNTSVILLE-DECATUR-FLORENCE | 61,200 | .32 |
| 90 | EVANSVILLE | 59,900 | .31 |
| 91 | SPRINGFIELD, MO | 59,200 | .31 |
| 92 | WEST PALM BEACH | 59,000 | .31 |
| 93 | TUCSON | 57,400 | .30 |
| 94 | BURLINGTON-PLATTSBURGH | 56,400 | .30 |
| 95 | AUSTIN, TX | 55,400 | .29 |
| 96 | AUGUSTA | 54,600 | .29 |
| 97 | GREENVILLE-NEW BERN-WASHINGTON | 53,900 | .28 |
| 98 | LANSING | 53,500 | .28 |
| 99 | MONROE-EL DORADO | 53,200 | .28 |
| 100 | SIOUX FALLS-MITCHELL | 52,800 | .28 |
| 101 | LAFAYETTE, LA | 52,300 | .27 |
| 102 | CHARLESTON, SC | 52,100 | .27 |
| 103 | SAVANNAH | 51,400 | .27 |
| 104 | LINCOLN-HASTINGS-KEARNEY | 51,000 | .27 |
| 105 | WACO-TEMPLE | 49,100 | .26 |
| 106 | SPRINGFIELD, MA | 48,700 | .25 |
| 107 | PEORIA | 48,400 | .25 |
| 108 | COLORADO SPRINGS-PUEBLO | 47,900 | .25 |
| 109 | COLUMBUS, GA | 47,600 | .25 |
| 110 | ROCKFORD | 46,400 | .24 |
| 111 | MONTGOMERY | 45,900 | .24 |
| 112 | CORPUS CHRISTI | 45,800 | .24 |
| 113 | FARGO | 43,600 | .23 |
| 114 | AMARILLO | 43,400 | .23 |
| 115 | LAS VEGAS | 42,300 | .22 |
| 116 | MADISON | 41,600 | .22 |
| 117 | BEAUMONT-PORT ARTHUR | 41,000 | .21 |
| 118 | BLUEFIELD-BECKLEY-OAK HILL | 40,900 | .21 |
| 119 | TALLAHASSEE | 40,700 | .21 |
| 120 | SALINAS-MONTEREY | 40,400 | .21 |
| 121 | YAKIMA | 40,300 | .21 |
| 122 | BOISE | 39,900 | .21 |
| 123 | MACON | 38,800 | .20 |
| 124 | DULUTH-SUPERIOR | 38,500 | .20 |
| 125 | ALBANY, GA | 38,400 | .20 |
| 126 | LUBBOCK | 38,300 | .20 |
| 127 | WAUSAU-RHINELANDER | 37,500 | .20 |
| 128 | COLUMBUS-TUPELO | 37,000 | .19 |
| 129 | FLORENCE, SC | 36,600 | .19 |
| 130 | WHEELING-STEUBENVILLE | 36,400 | .19 |
| 131 | JOPLIN-PITTSBURG | 36,000 | .19 |
| 132 | TRAVERSE CITY-CADILLAC | 35,700 | .19 |
| 133 | LA CROSSE-EAU CLAIRE | 35,500 | .19 |
| 134 | EUGENE | 35,400 | .19 |
| 135 | ODESSA-MIDLAND | 35,200 | .18 |
| 136 | WICHITA FALLS-LAWTON | 34,900 | .18 |
| 137 | BINGHAMTON | 34,800 | .18 |
| 138 | TERRE HAUTE | 34,500 | .18 |
| 139 | MINOT-BISMARCK-DICKINSON | 34,200 | .18 |
| 140 | WILMINGTON | 33,600 | .18 |
| 141 | SIOUX CITY | 33,500 | .18 |
| 142 | IDAHO FALLS-POCATELLO | 33,000 | .17 |
| 143 | ERIE | 32,200 | .17 |
| 144 | BAKERSFIELD | 31,700 | .17 |
| 145 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 31,100 | .16 |
| 146 | ROCHESTER-MASON CITY-AUSTIN | 30,900 | .16 |
| 147 | FT. SMITH | 30,400 | .16 |
| 148 | COLUMBIA-JEFFERSON CITY | 29,500 | .15 |
| 149 | RENO | 29,200 | .15 |
| 150 | CHICO-REDDING | 27,900 | .14 |
| 151 | FT. MYERS-NAPLES | 27,500 | .14 |
| 152 | TOPEKA | 26,800 | .14 |
| 153 | BANGOR | 26,600 | .14 |
| 154 | DOTHAN | 26,000 | .14 |
| 154 | MEDFORD | 26,000 | .14 |
| 156 | MISSOULA-BUTTE | 25,900 | .14 |
| 157 | LAKE CHARLES | 24,800 | .13 |
| 158 | QUINCY-HANNIBAL | 24,700 | .13 |
| 159 | RAPID CITY | 23,800 | .12 |
| 160 | ABILENE-SWEETWATER | 23,400 | .12 |
| 160 | TYLER | 23,400 | .12 |
| 162 | UTICA | 23,100 | .12 |
| 163 | GREENWOOD-GREENVILLE | 22,900 | .12 |
| 163 | LAUREL-HATTIESBURG | 22,900 | .12 |
| 165 | MERIDIAN | 20,700 | .11 |
| 166 | WATERTOWN-CARTHAGE | 20,200 | .11 |
| 167 | ELMIRA | 19,900 | .10 |
| 168 | BILLINGS-HARDIN | 18,700 | .10 |
| 169 | ALEXANDRIA, MN | 18,500 | .10 |
| 169 | EL CENTRO-YUMA | 18,500 | .10 |
| 171 | ALEXANDRIA, LA | 18,300 | .10 |
| 172 | CLARKSBURG-WESTON | 17,200 | .10 |
| 173 | SALISBURY | 16,900 | .09 |
| 174 | BILOXI-GULFPORT-PASCAGOULA | 15,400 | .08 |
| 175 | PANAMA CITY | 15,300 | .08 |
| 176 | ARDMORE-ADA | 15,200 | .08 |
| 177 | JONESBORO | 15,100 | .08 |
| 178 | GREAT FALLS | 14,800 | .08 |
| 179 | CASPER-RIVERTON | 14,600 | .08 |
| 180 | GAINESVILLE | 14,300 | .07 |
| 180 | ROSWELL | 14,300 | .07 |
| 182 | LAREDO | 13,700 | .07 |
| 183 | JACKSON, TN | 13,100 | .07 |
| 184 | BOWLING GREEN | 12,400 | .06 |
| 184 | MARQUETTE | 12,400 | .06 |
| 186 | GRAND JUNCTION | 12,200 | .06 |
| 187 | PALM SPRINGS | 12,100 | .06 |
| 188 | TUSCALOOSA | 11,700 | .06 |
| 189 | CHEYENNE | 11,600 | .06 |
| 190 | ANNISTON | 10,600 | .06 |
| 191 | EUREKA | 10,500 | .05 |
| 192 | LIMA | 10,100 | .05 |
| 193 | ST. JOSEPH | 9,500 | .05 |
| 194 | PARKERSBURG | 9,100 | .05 |
| 195 | FARMINGTON | 9,000 | .05 |
| 196 | LAFAYETTE, IN | 8,500 | .04 |
| 197 | HARRISONBURG | 8,200 | .04 |
| 198 | PRESQUE ISLE | 8,100 | .04 |
| 199 | SAN ANGELO | 7,700 | .04 |
| 200 | ZANESVILLE | 7,400 | .04 |
| 201 | TWIN FALLS | 6,900 | .04 |
| 202 | VICTORIA | 6,800 | .04 |
| 203 | MANKATO | 6,400 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 6,000 | .03 |
| 205 | BEND | 5,700 | .03 |
| 206 | SELMA | 5,300 | .03 |
| 207 | NORTH PLATTE | 4,400 | .02 |
| 208 | HELENA | 4,000 | .02 |
| 209 | ALPENA | 2,600 | .01 |
| 210 | GLENDIVE | 1,400 | .01 |

# Total and Television Households

Total and TV
Households by State and County

Total and TV Households by
Census Region and State

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## ALABAMA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| AUTAUGA | 11,300 | 11,100 | 98 | B | 5 | MONTGOMERY |
| BALDWIN | 29,500 | 29,200 | 99 | B | 5 | MOBILE-PENSACOLA |
| BARBOUR | 8,700 | 8,500 | 98 | D | 5 | COLUMBUS, GA |
| BIBB | 5,700 | 5,600 | 98 | D | 5 | BIRMINGHAM |
| BLOUNT | 13,800 | 13,600 | 99 | C | 5 | BIRMINGHAM |
| BULLOCK | 3,500 | 3,400 | 97 | D | 5 | MONTGOMERY |
| BUTLER | 7,500 | 7,400 | 98 | D | 5 | MONTGOMERY |
| CALHOUN | 42,200 | 41,800 | 99 | C | 5 | ANNISTON |
| CHAMBERS | 14,100 | 13,900 | 99 | C | 5 | COLUMBUS, GA |
| CHEROKEE | 6,800 | 6,700 | 99 | D | 5 | ATLANTA |
| CHILTON | 11,600 | 11,400 | 98 | D | 5 | BIRMINGHAM |
| CHOCTAW | 5,500 | 5,400 | 97 | D | 5 | MERIDIAN |
| CLARKE | 9,200 | 9,000 | 98 | D | 5 | MOBILE-PENSACOLA |
| CLAY | 4,800 | 4,700 | 99 | D | 5 | BIRMINGHAM |
| CLEBURNE | 4,800 | 4,700 | 98 | D | 5 | ATLANTA |
| COFFEE | 14,000 | 13,800 | 99 | C | 5 | DOTHAN |
| COLBERT | 20,300 | 20,000 | 99 | C | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| CONECUH | 5,500 | 5,400 | 98 | D | 5 | MOBILE-PENSACOLA |
| COOSA | 4,200 | 4,100 | 98 | D | 5 | BIRMINGHAM |
| COVINGTON | 14,600 | 14,400 | 98 | C | 5 | MONTGOMERY |
| CRENSHAW | 5,300 | 5,200 | 98 | D | 5 | MONTGOMERY |
| CULLMAN | 23,500 | 23,300 | 99 | C | 5 | BIRMINGHAM |
| DALE | 15,200 | 15,000 | 99 | C | 5 | DOTHAN |
| DALLAS | 17,900 | 17,600 | 98 | C | 5 | SELMA |
| DE KALB | 20,900 | 20,600 | 99 | C | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| ELMORE | 15,200 | 15,000 | 98 | B | 5 | MONTGOMERY |
| ESCAMBIA | 13,200 | 13,000 | 98 | C | 5 | MOBILE-PENSACOLA |
| ETOWAH | 38,600 | 38,300 | 99 | C | 5 | BIRMINGHAM |
| FAYETTE | 7,000 | 6,900 | 99 | D | 5 | BIRMINGHAM |
| FRANKLIN | 11,000 | 10,800 | 98 | D | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| GENEVA | 8,900 | 8,800 | 98 | D | 5 | DOTHAN |
| GREENE | 3,700 | 3,600 | 96 | D | 5 | BIRMINGHAM |
| HALE | 5,100 | 5,000 | 97 | D | 5 | BIRMINGHAM |
| HENRY | 5,600 | 5,500 | 98 | D | 5 | DOTHAN |
| HOUSTON | 28,800 | 28,500 | 99 | C | 5 | DOTHAN |
| JACKSON | 19,400 | 19,100 | 99 | C | 5 | CHATTANOOGA |
| JEFFERSON | 255,300 | 253,500 | 99 | B | 5 | BIRMINGHAM |
| LAMAR | 6,100 | 6,000 | 98 | D | 5 | COLUMBUS-TUPELO |
| LAUDERDALE | 30,200 | 29,700 | 98 | C | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| LAWRENCE | 10,400 | 10,200 | 98 | D | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| LEE | 29,600 | 29,200 | 99 | C | 5 | COLUMBUS, GA |
| LIMESTONE | 16,000 | 15,700 | 98 | C | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| LOWNDES | 3,800 | 3,700 | 97 | D | 5 | MONTGOMERY |
| MACON | 8,600 | 8,400 | 98 | D | 5 | MONTGOMERY |
| MADISON | 71,100 | 70,300 | 99 | B | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| MARENGO | 8,400 | 8,200 | 97 | D | 5 | MERIDIAN |
| MARION | 11,500 | 11,400 | 99 | D | 5 | BIRMINGHAM |
| MARSHALL | 25,200 | 24,900 | 99 | C | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| MOBILE | 132,600 | 131,600 | 99 | B | 5 | MOBILE-PENSACOLA |
| MONROE | 7,800 | 7,600 | 97 | D | 5 | MOBILE-PENSACOLA |
| MONTGOMERY | 73,800 | 73,000 | 99 | B | 5 | MONTGOMERY |
| MORGAN | 33,400 | 33,000 | 99 | C | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| PERRY | 4,600 | 4,500 | 97 | D | 5 | BIRMINGHAM |
| PICKENS | 7,300 | 7,100 | 98 | D | 5 | BIRMINGHAM |
| PIKE | 10,100 | 9,900 | 98 | D | 5 | MONTGOMERY |
| RANDOLPH | 7,300 | 7,200 | 98 | D | 5 | COLUMBUS, GA |
| RUSSELL | 16,900 | 16,600 | 99 | B | 5 | COLUMBUS, GA |
| SHELBY | 25,100 | 24,800 | 99 | B | 5 | BIRMINGHAM |
| ST CLAIR | 15,500 | 15,300 | 99 | B | 5 | BIRMINGHAM |
| SUMTER | 5,500 | 5,400 | 97 | D | 5 | MERIDIAN |
| TALLADEGA | 25,500 | 25,200 | 99 | C | 5 | BIRMINGHAM |
| TALLAPOOSA | 14,100 | 13,900 | 99 | C | 5 | MONTGOMERY |
| TUSCALOOSA | 50,800 | 50,200 | 99 | C | 5 | TUSCALOOSA |
| WALKER | 25,500 | 25,300 | 99 | B | 5 | BIRMINGHAM |
| WASHINGTON | 5,600 | 5,500 | 98 | D | 5 | MOBILE-PENSACOLA |
| WILCOX | 4,400 | 4,300 | 97 | D | 5 | MONTGOMERY |
| WINSTON | 8,300 | 8,200 | 99 | D | 5 | BIRMINGHAM |
| STATE TOTAL | 1,427,200 | 1,410,100 | 99 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## ARIZONA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| APACHE NORTH | 11,400 | 10,200 | 89 | C | 8 | ALBUQUERQUE |
| APACHE SOUTH | 3,000 | 2,600 | 89 | D | 8 | PHOENIX (FLAGSTAFF) |
| COCHISE | 32,300 | 31,100 | 96 | C | 8 | TUCSON |
| COCONINO | 25,200 | 23,400 | 93 | C | 8 | PHOENIX (FLAGSTAFF) |
| GILA | 14,000 | 13,400 | 96 | C | 8 | PHOENIX (FLAGSTAFF) |
| GRAHAM | 7,200 | 6,800 | 95 | D | 8 | PHOENIX (FLAGSTAFF) |
| GREENLEE | 3,900 | 3,800 | 97 | D | 8 | PHOENIX (FLAGSTAFF) |
| MARICOPA | 627,400 | 614,900 | 98 | A | 8 | PHOENIX (FLAGSTAFF) |
| MOHAVE | 25,300 | 24,100 | 95 | C | 8 | PHOENIX (FLAGSTAFF) |
| NAVAJO | 20,900 | 19,100 | 91 | C | 8 | PHOENIX (FLAGSTAFF) |
| PIMA | 223,800 | 219,300 | 98 | B | 8 | TUCSON |
| PINAL | 31,500 | 30,400 | 97 | C | 8 | PHOENIX (FLAGSTAFF) |
| SANTA CRUZ | 6,800 | 6,600 | 97 | B | 8 | TUCSON |
| YAVAPAI | 31,000 | 29,500 | 95 | C | 8 | PHOENIX (FLAGSTAFF) |
| YUMA | 33,400 | 31,600 | 95 | C | 8 | EL CENTRO-YUMA |
| STATE TOTAL | 1,097,100 | 1,066,800 | 97 | | | |

## ARKANSAS

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ARKANSAS | 9,200 | 9,100 | 98 | D | 7 | LITTLE ROCK |
| ASHLEY | 9,600 | 9,400 | 98 | D | 7 | MONROE-EL DORADO |
| BAXTER | 12,600 | 12,300 | 97 | D | 7 | SPRINGFIELD, MO |
| BENTON | 32,400 | 31,700 | 98 | C | 7 | JOPLIN-PITTSBURG |
| BOONE | 10,900 | 10,600 | 98 | D | 7 | SPRINGFIELD, MO |
| BRADLEY | 5,300 | 5,200 | 98 | D | 7 | LITTLE ROCK |
| CALHOUN | 2,200 | 2,100 | 98 | D | 7 | LITTLE ROCK |
| CARROLL | 7,000 | 6,800 | 98 | D | 7 | SPRINGFIELD, MO |
| CHICOT | 6,000 | 5,800 | 96 | D | 7 | MONROE-EL DORADO |
| CLARK | 8,400 | 8,200 | 98 | D | 7 | LITTLE ROCK |
| CLAY | 8,200 | 8,000 | 98 | D | 7 | JONESBORO |
| CLEBURNE | 7,200 | 7,000 | 98 | D | 7 | LITTLE ROCK |
| CLEVELAND | 3,000 | 2,900 | 97 | D | 7 | LITTLE ROCK |
| COLUMBIA | 9,800 | 9,600 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| CONWAY | 7,100 | 7,000 | 98 | D | 7 | LITTLE ROCK |
| CRAIGHEAD | 24,000 | 23,700 | 99 | C | 7 | JONESBORO |
| CRAWFORD | 13,800 | 13,500 | 98 | B | 7 | FT. SMITH |
| CRITTENDEN | 16,600 | 16,200 | 97 | B | 7 | MEMPHIS |
| CROSS | 6,900 | 6,800 | 98 | D | 7 | MEMPHIS |
| DALLAS | 4,000 | 3,900 | 98 | D | 7 | LITTLE ROCK |
| DESHA | 6,900 | 6,700 | 97 | D | 7 | LITTLE ROCK |
| DREW | 6,600 | 6,400 | 97 | D | 7 | LITTLE ROCK |
| FAULKNER | 17,500 | 17,200 | 98 | C | 7 | LITTLE ROCK |
| FRANKLIN | 5,700 | 5,600 | 98 | D | 7 | FT. SMITH |
| FULTON | 4,300 | 4,100 | 95 | D | 7 | SPRINGFIELD, MO |
| GARLAND | 30,500 | 29,900 | 98 | C | 7 | LITTLE ROCK |
| GRANT | 4,800 | 4,700 | 98 | D | 7 | LITTLE ROCK |
| GREENE | 12,100 | 11,900 | 98 | D | 7 | JONESBORO |
| HEMPSTEAD | 9,000 | 8,900 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| HOT SPRING | 10,500 | 10,300 | 98 | D | 7 | LITTLE ROCK |

## ARKANSAS (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| HOWARD | 5,100 | 5,000 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| INDEPENDENCE | 11,700 | 11,400 | 98 | D | 7 | LITTLE ROCK |
| IZARD | 4,700 | 4,500 | 96 | D | 7 | LITTLE ROCK |
| JACKSON | 8,100 | 7,900 | 98 | D | 7 | LITTLE ROCK |
| JEFFERSON | 32,000 | 31,400 | 98 | B | 7 | LITTLE ROCK |
| JOHNSON | 6,900 | 6,700 | 97 | D | 7 | LITTLE ROCK |
| LAFAYETTE | 3,600 | 3,500 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| LAWRENCE | 7,100 | 6,900 | 97 | D | 7 | JONESBORO |
| LEE | 4,700 | 4,500 | 96 | D | 7 | MEMPHIS |
| LINCOLN | 3,900 | 3,800 | 97 | D | 7 | LITTLE ROCK |
| LITTLE RIVER | 5,000 | 4,900 | 97 | B | 7 | SHREVEPORT-TEXARKANA |
| LOGAN | 7,300 | 7,100 | 98 | D | 7 | LITTLE ROCK |
| LONOKE | 12,500 | 12,300 | 99 | C | 7 | LITTLE ROCK |
| MADISON | 4,400 | 4,200 | 96 | D | 7 | FT. SMITH |
| MARION | 4,800 | 4,700 | 98 | D | 7 | SPRINGFIELD, MO |
| MILLER | 14,100 | 13,900 | 98 | B | 7 | SHREVEPORT-TEXARKANA |
| MISSISSIPPI | 20,200 | 19,800 | 98 | C | 7 | MEMPHIS |
| MONROE | 4,900 | 4,700 | 97 | D | 7 | LITTLE ROCK |
| MONTGOMERY | 3,200 | 3,100 | 97 | D | 7 | LITTLE ROCK |
| NEVADA | 4,100 | 4,000 | 97 | D | 7 | LITTLE ROCK |
| NEWTON | 3,000 | 2,900 | 95 | D | 7 | SPRINGFIELD, MO |
| OUACHITA | 11,500 | 11,200 | 98 | D | 7 | LITTLE ROCK |
| PERRY | 2,700 | 2,700 | 98 | D | 7 | LITTLE ROCK |
| PHILLIPS | 11,200 | 10,800 | 97 | D | 7 | MEMPHIS |
| PIKE | 4,100 | 4,000 | 98 | D | 7 | LITTLE ROCK |
| POINSETT | 9,500 | 9,300 | 98 | D | 7 | MEMPHIS |
| POLK | 6,700 | 6,500 | 97 | D | 7 | LITTLE ROCK |
| POPE | 15,200 | 14,900 | 98 | C | 7 | LITTLE ROCK |
| PRAIRIE | 3,900 | 3,800 | 98 | D | 7 | LITTLE ROCK |
| PULASKI | 133,800 | 132,300 | 99 | B | 7 | LITTLE ROCK |
| RANDOLPH | 6,600 | 6,400 | 97 | D | 7 | JONESBORO |
| SALINE | 19,500 | 19,300 | 99 | B | 7 | LITTLE ROCK |
| SCOTT | 3,800 | 3,700 | 97 | D | 7 | FT. SMITH |
| SEARCY | 3,500 | 3,400 | 97 | D | 7 | LITTLE ROCK |
| SEBASTIAN | 38,300 | 37,800 | 99 | B | 7 | FT. SMITH |
| SEVIER | 5,600 | 5,500 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| SHARP | 6,500 | 6,200 | 96 | D | 7 | JONESBORO |
| ST FRANCIS | 10,200 | 9,900 | 97 | D | 7 | MEMPHIS |
| STONE | 3,600 | 3,500 | 97 | D | 7 | LITTLE ROCK |
| UNION | 18,900 | 18,600 | 98 | B | 7 | MONROE-EL DORADO |
| VAN BUREN | 5,600 | 5,500 | 98 | D | 7 | LITTLE ROCK |
| WASHINGTON | 39,200 | 38,200 | 98 | C | 7 | FT. SMITH |
| WHITE | 18,800 | 18,500 | 98 | C | 7 | LITTLE ROCK |
| WOODRUFF | 4,000 | 3,900 | 97 | D | 7 | LITTLE ROCK |
| YELL | 6,500 | 6,400 | 98 | D | 7 | LITTLE ROCK |
| STATE TOTAL | 872,600 | 854,900 | 98 | | | |

## CALIFORNIA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALAMEDA | 442,300 | 429,200 | 97 | A | 9 | SAN FRANCISCO |
| ALPINE | 400 | 400 | 88 | D | 9 | RENO |
| AMADOR | 8,800 | 8,400 | 95 | D | 9 | SACRAMENTO-STOCKTON |
| BUTTE | 64,200 | 61,400 | 96 | B | 9 | CHICO-REDDING |
| CALAVERAS | 9,100 | 8,700 | 95 | D | 9 | SACRAMENTO-STOCKTON |
| COLUSA | 4,800 | 4,600 | 95 | D | 9 | SACRAMENTO-STOCKTON |
| CONTRA COSTA EAST | 26,500 | 26,000 | 98 | C | 9 | SACRAMENTO-STOCKTON |
| CONTRA COSTA WEST | 237,400 | 232,200 | 98 | A | 9 | SAN FRANCISCO |
| DEL NORTE | 7,600 | 7,100 | 94 | D | 9 | EUREKA |
| EL DORADO EAST | 12,200 | 11,700 | 97 | D | 9 | RENO |
| EL DORADO WEST | 25,800 | 25,000 | 97 | C | 9 | SACRAMENTO-STOCKTON |
| FRESNO | 196,000 | 188,900 | 96 | B | 9 | FRESNO |
| GLENN | 8,500 | 8,200 | 96 | B | 9 | CHICO-REDDING |
| HUMBOLDT | 44,500 | 42,700 | 96 | C | 9 | EUREKA |
| IMPERIAL | 30,600 | 28,600 | 93 | C | 9 | EL CENTRO-YUMA |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## CALIFORNIA (Cont)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| INYO | 7,800 | 7,000 | 90 | D | 9 | LOS ANGELES |
| KERN EAST | 23,000 | 22,100 | 97 | C | 9 | LOS ANGELES |
| KERN WEST | 129,400 | 125,100 | 97 | B | 9 | BAKERSFIELD |
| KINGS | 25,200 | 24,100 | 95 | C | 9 | FRESNO |
| LAKE | 17,600 | 16,400 | 93 | C | 9 | SAN FRANCISCO |
| LASSEN | 8,200 | 7,700 | 94 | D | 9 | RENO |
| LOS ANGELES | 2,804,400 | 2,730,600 | 97 | A | 9 | LOS ANGELES |
| MADERA | 23,700 | 22,700 | 96 | C | 9 | FRESNO |
| MARIN | 94,700 | 91,800 | 97 | A | 9 | SAN FRANCISCO |
| MARIPOSA | 4,700 | 4,400 | 93 | D | 9 | FRESNO |
| MENDOCINO | 27,600 | 25,600 | 93 | C | 9 | SAN FRANCISCO |
| MERCED | 49,300 | 47,500 | 96 | C | 9 | FRESNO |
| MODOC | 3,500 | 3,300 | 93 | D | 9 | CHICO-REDDING |
| MONO | 4,200 | 3,600 | 87 | D | 9 | RENO |
| MONTEREY | 103,200 | 99,400 | 96 | B | 9 | SALINAS-MONTEREY |
| NAPA | 40,200 | 38,800 | 97 | C | 9 | SAN FRANCISCO |
| NEVADA | 23,100 | 21,900 | 95 | C | 9 | SACRAMENTO-STOCKTON |
| ORANGE | 766,500 | 753,400 | 98 | A | 9 | LOS ANGELES |
| PLACER EAST | 3,500 | 3,300 | 96 | D | 9 | RENO |
| PLACER WEST | 45,500 | 43,900 | 96 | A | 9 | SACRAMENTO-STOCKTON |
| PLUMAS | 7,700 | 7,200 | 94 | D | 9 | SACRAMENTO-STOCKTON |
| RIVERSIDE EAST | 6,500 | 6,300 | 96 | D | 9 | PHOENIX (FLAGSTAFF) |
| RIVERSIDE WEST | 214,400 | 206,700 | 96 | B | 9 | LOS ANGELES |
| RIVERSIDE CENTRAL | 51,800 | 49,800 | 96 | C | 9 | PALM SPRINGS |
| SACRAMENTO | 333,500 | 324,800 | 97 | A | 9 | SACRAMENTO-STOCKTON |
| SAN BENITO | 8,700 | 8,300 | 95 | D | 9 | SALINAS-MONTEREY |
| SAN BERNARDINO | 341,600 | 331,100 | 97 | B | 9 | LOS ANGELES |
| SAN DIEGO | 743,500 | 723,400 | 97 | A | 9 | SAN DIEGO |
| SAN FRANCISCO | 298,000 | 280,300 | 94 | A | 9 | SAN FRANCISCO |
| SAN JOAQUIN | 135,200 | 129,700 | 96 | A | 9 | SACRAMENTO-STOCKTON |
| SAN LUIS OBISPO | 66,200 | 63,400 | 96 | B | 9 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO |
| SAN MATEO | 237,400 | 233,100 | 98 | A | 9 | SAN FRANCISCO |
| SANTA BARBARA NORTH | 48,900 | 47,100 | 96 | C | 9 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO |
| SANTA BARBARA SOUTH | 68,100 | 65,500 | 96 | B | 9 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO |
| SANTA CLARA EAST | 9,100 | 8,900 | 97 | D | 9 | SAN FRANCISCO |
| SANTA CLARA WEST | 494,000 | 481,400 | 97 | B | 9 | SAN FRANCISCO |
| SANTA CRUZ | 80,300 | 77,100 | 96 | B | 9 | SALINAS-MONTEREY |
| SHASTA | 49,000 | 47,500 | 97 | B | 9 | CHICO-REDDING |
| SIERRA | 1,500 | 1,400 | 93 | D | 9 | SACRAMENTO-STOCKTON |
| SISKIYOU | 16,400 | 15,300 | 94 | C | 9 | MEDFORD |
| SOLANO EAST | 53,900 | 52,700 | 98 | C | 9 | SACRAMENTO-STOCKTON |
| SOLANO WEST | 36,800 | 36,000 | 98 | C | 9 | SAN FRANCISCO |
| SONOMA | 130,200 | 124,800 | 96 | B | 9 | SAN FRANCISCO |
| STANISLAUS | 106,000 | 101,200 | 96 | B | 9 | SACRAMENTO-STOCKTON |
| SUTTER | 20,500 | 19,900 | 97 | C | 9 | SACRAMENTO-STOCKTON |
| TEHAMA | 16,200 | 15,700 | 97 | B | 9 | CHICO-REDDING |
| TRINITY | 5,300 | 4,900 | 93 | D | 9 | CHICO-REDDING |
| TULARE | 88,700 | 85,100 | 96 | B | 9 | FRESNO |
| TUOLUMNE | 14,500 | 13,700 | 95 | D | 9 | SACRAMENTO-STOCKTON |
| VENTURA | 194,700 | 190,100 | 98 | B | 9 | LOS ANGELES |
| YOLO | 45,400 | 43,800 | 96 | A | 9 | SACRAMENTO-STOCKTON |
| YUBA | 18,900 | 18,300 | 97 | C | 9 | SACRAMENTO-STOCKTON |
| STATE TOTAL | 9,266,900 | 8,990,200 | 97 | | | |

## COLORADO

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 95,500 | 94,800 | 99 | A | 8 | DENVER |
| ALAMOSA | 4,200 | 4,000 | 95 | D | 8 | DENVER |
| ARAPAHOE | 127,700 | 126,300 | 99 | A | 8 | DENVER |
| ARCHULETA | 1,500 | 1,400 | 93 | D | 8 | ALBUQUERQUE |
| BACA | 1,900 | 1,700 | 90 | D | 8 | COLORADO SPRINGS-PUEBLO |
| BENT | 2,000 | 1,900 | 97 | D | 8 | COLORADO SPRINGS-PUEBLO |
| BOULDER | 78,100 | 76,100 | 98 | A | 8 | DENVER |
| CHAFFEE | 5,300 | 5,100 | 96 | D | 8 | DENVER |
| CHEYENNE | 800 | 800 | 94 | D | 8 | COLORADO SPRINGS-PUEBLO |
| CLEAR CREEK | 3,400 | 3,300 | 97 | D | 8 | DENVER |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### COLORADO (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| CONEJOS | 2,400 | 2,300 | 95 | D | 8 | ALBUQUERQUE |
| COSTILLA | 1,000 | 900 | 90 | D | 8 | ALBUQUERQUE |
| CROWLEY | 1,100 | 1,100 | 98 | D | 8 | COLORADO SPRINGS-PUEBLO |
| CUSTER | 600 | 600 | 94 | D | 8 | COLORADO SPRINGS-PUEBLO |
| DELTA | 8,600 | 8,200 | 96 | D | 8 | GRAND JUNCTION |
| DENVER | 214,500 | 210,100 | 98 | A | 8 | DENVER |
| DOLORES | 600 | 500 | 89 | D | 8 | SALT LAKE CITY |
| DOUGLAS | 9,400 | 9,300 | 99 | A | 8 | DENVER |
| EAGLE | 6,200 | 5,900 | 94 | D | 8 | DENVER |
| EL PASO | 119,600 | 117,800 | 99 | B | 8 | COLORADO SPRINGS-PUEBLO |
| ELBERT | 2,600 | 2,500 | 96 | D | 8 | DENVER |
| FREMONT | 11,100 | 10,700 | 96 | D | 8 | COLORADO SPRINGS-PUEBLO |
| GARFIELD | 9,400 | 9,000 | 95 | D | 8 | DENVER |
| GILPIN | 1,200 | 1,200 | 97 | A | 8 | DENVER |
| GRAND | 3,300 | 3,100 | 94 | D | 8 | DENVER |
| GUNNISON | 4,300 | 4,000 | 94 | D | 8 | DENVER |
| HINSDALE | 200 | 200 | 99 | D | 8 | GRAND JUNCTION |
| HUERFANO | 2,400 | 2,300 | 95 | D | 8 | COLORADO SPRINGS-PUEBLO |
| JACKSON | 700 | 700 | 96 | D | 8 | DENVER |
| JEFFERSON | 150,400 | 149,100 | 99 | A | 8 | DENVER |
| KIOWA | 700 | 700 | 94 | D | 8 | COLORADO SPRINGS-PUEBLO |
| KIT CARSON | 2,800 | 2,600 | 94 | D | 8 | DENVER |
| LA PLATA | 10,900 | 10,400 | 95 | C | 8 | ALBUQUERQUE |
| LAKE | 3,000 | 2,900 | 96 | D | 8 | DENVER |
| LARIMER | 62,500 | 61,200 | 98 | B | 8 | DENVER |
| LAS ANIMAS | 5,600 | 5,300 | 94 | D | 8 | COLORADO SPRINGS-PUEBLO |
| LINCOLN | 1,800 | 1,700 | 97 | D | 8 | COLORADO SPRINGS-PUEBLO |
| LOGAN | 7,700 | 7,400 | 97 | D | 8 | DENVER |
| MESA | 33,300 | 32,500 | 97 | C | 8 | GRAND JUNCTION |
| MINERAL | 300 | 300 | 91 | D | 8 | ALBUQUERQUE |
| MOFFAT | 5,400 | 5,100 | 94 | D | 8 | DENVER |
| MONTEZUMA | 6,100 | 5,800 | 96 | D | 8 | ALBUQUERQUE |
| MONTROSE | 9,500 | 9,200 | 96 | D | 8 | GRAND JUNCTION |
| MORGAN | 8,500 | 8,400 | 98 | D | 8 | DENVER |
| OTERO | 8,200 | 8,000 | 97 | D | 8 | COLORADO SPRINGS-PUEBLO |
| OURAY | 700 | 700 | 93 | D | 8 | GRAND JUNCTION |
| PARK | 2,400 | 2,300 | 96 | D | 8 | DENVER |
| PHILLIPS | 1,800 | 1,800 | 98 | D | 8 | DENVER |
| PITKIN | 5,100 | 4,700 | 91 | D | 8 | DENVER |
| PROWERS | 4,900 | 4,600 | 94 | D | 8 | DENVER |
| PUEBLO | 47,600 | 46,900 | 98 | B | 8 | COLORADO SPRINGS-PUEBLO |
| RIO BLANCO | 2,400 | 2,300 | 96 | D | 8 | DENVER |
| RIO GRANDE | 3,400 | 3,200 | 95 | D | 8 | ALBUQUERQUE |
| ROUTT | 5,800 | 5,400 | 93 | D | 8 | DENVER |
| SAGUACHE | 1,400 | 1,300 | 94 | D | 8 | ALBUQUERQUE |
| SAN JUAN | 300 | 300 | 96 | D | 8 | GRAND JUNCTION |
| SAN MIGUEL | 1,500 | 1,400 | 93 | D | 8 | GRAND JUNCTION |
| SEDGWICK | 1,400 | 1,400 | 97 | D | 8 | DENVER |
| SUMMIT | 4,200 | 4,000 | 96 | D | 8 | DENVER |
| TELLER | 3,400 | 3,300 | 98 | D | 8 | DENVER |
| WASHINGTON | 2,000 | 1,900 | 96 | D | 8 | DENVER |
| WELD | 47,900 | 47,100 | 98 | C | 8 | DENVER |
| YUMA | 3,900 | 3,700 | 96 | D | 8 | DENVER |
| STATE TOTAL | 1,176,400 | 1,152,700 | 98 | | | |

### CONNECTICUT

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| FAIRFIELD | 290,200 | 286,600 | 99 | B | 1 | NEW YORK |
| HARTFORD | 298,000 | 293,000 | 98 | A | 1 | HARTFORD-NEW HAVEN |
| LITCHFIELD | 58,700 | 57,600 | 98 | B | 1 | HARTFORD-NEW HAVEN |
| MIDDLESEX | 49,200 | 48,300 | 98 | C | 1 | HARTFORD-NEW HAVEN |
| NEW HAVEN | 282,200 | 278,100 | 99 | A | 1 | HARTFORD-NEW HAVEN |
| NEW LONDON | 85,100 | 83,200 | 98 | B | 1 | HARTFORD-NEW HAVEN |
| TOLLAND | 38,300 | 37,500 | 98 | C | 1 | HARTFORD-NEW HAVEN |
| WINDHAM | 33,900 | 33,200 | 98 | C | 1 | PROVIDENCE-NEW BEDFORD |
| STATE TOTAL | 1,135,600 | 1,117,500 | 98 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## DELAWARE

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| KENT | 35,700 | 35,400 | 99 | C | 3 | PHILADELPHIA |
| NEW CASTLE | 145,800 | 145,100 | 99 | B | 3 | PHILADELPHIA |
| SUSSEX | 38,500 | 37,900 | 99 | C | 3 | SALISBURY |
| STATE TOTAL | 220,000 | 218,400 | 99 | | | |

## DISTRICT OF COLUMBIA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| DIST OF COLUMBIA | 246,200 | 243,200 | 99 | A | 3 | WASHINGTON, DC |
| STATE TOTAL | 246,200 | 243,200 | 99 | | | |

## FLORIDA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALACHUA | 62,300 | 60,900 | 98 | B | 3 | GAINESVILLE |
| BAKER | 4,900 | 4,800 | 98 | B | 3 | JACKSONVILLE |
| BAY | 38,600 | 38,100 | 99 | C | 3 | PANAMA CITY |
| BRADFORD | 7,100 | 7,000 | 98 | D | 3 | JACKSONVILLE |
| BREVARD | 112,600 | 111,400 | 99 | B | 3 | ORLANDO-DAYTONA BEACH |
| BROWARD | 475,600 | 472,300 | 99 | B | 3 | MIAMI |
| CALHOUN | 3,500 | 3,400 | 97 | D | 3 | PANAMA CITY |
| CHARLOTTE | 30,200 | 29,700 | 98 | C | 3 | FT. MYERS-NAPLES |
| CITRUS | 27,800 | 27,200 | 98 | C | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| CLAY | 25,800 | 25,400 | 99 | B | 3 | JACKSONVILLE |
| COLLIER | 40,800 | 39,800 | 98 | C | 3 | FT. MYERS-NAPLES |
| COLUMBIA | 13,600 | 13,300 | 98 | C | 3 | JACKSONVILLE |
| DADE | 662,700 | 656,200 | 99 | A | 3 | MIAMI |
| DE SOTO | 7,100 | 7,000 | 98 | D | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| DIXIE | 2,900 | 2,800 | 96 | D | 3 | GAINESVILLE |
| DUVAL | 220,900 | 218,900 | 99 | B | 3 | JACKSONVILLE |
| ESCAMBIA | 88,000 | 87,200 | 99 | B | 3 | MOBILE-PENSACOLA |
| FLAGLER | 5,400 | 5,300 | 98 | D | 3 | ORLANDO-DAYTONA BEACH |
| FRANKLIN | 2,800 | 2,700 | 97 | D | 3 | PANAMA CITY |
| GADSDEN | 13,100 | 12,800 | 97 | C | 3 | TALLAHASSEE |
| GILCHRIST | 2,300 | 2,300 | 98 | D | 3 | GAINESVILLE |
| GLADES | 2,500 | 2,400 | 97 | D | 3 | FT. MYERS-NAPLES |
| GULF | 3,700 | 3,600 | 98 | D | 3 | PANAMA CITY |
| HAMILTON | 3,200 | 3,100 | 97 | D | 3 | JACKSONVILLE |
| HARDEE | 6,800 | 6,700 | 99 | D | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| HENDRY | 6,800 | 6,600 | 97 | D | 3 | FT. MYERS-NAPLES |
| HERNANDO | 21,500 | 21,100 | 98 | C | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| HIGHLANDS | 21,500 | 21,100 | 98 | C | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| HILLSBOROUGH | 261,900 | 259,000 | 99 | A | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| HOLMES | 5,800 | 5,600 | 96 | D | 3 | DOTHAN |
| INDIAN RIVER | 26,700 | 26,200 | 98 | C | 3 | WEST PALM BEACH |
| JACKSON | 14,200 | 13,800 | 97 | C | 3 | DOTHAN |
| JEFFERSON | 3,800 | 3,700 | 97 | D | 3 | TALLAHASSEE |
| LAFAYETTE | 1,500 | 1,400 | 96 | D | 3 | TALLAHASSEE |
| LAKE | 46,500 | 45,900 | 99 | C | 3 | ORLANDO-DAYTONA BEACH |
| LEE | 96,700 | 95,400 | 99 | B | 3 | FT. MYERS-NAPLES |
| LEON | 61,500 | 60,500 | 98 | B | 3 | TALLAHASSEE |
| LEVY | 8,100 | 7,800 | 97 | D | 3 | GAINESVILLE |
| LIBERTY | 1,500 | 1,500 | 97 | D | 3 | PANAMA CITY |
| MADISON | 5,100 | 4,900 | 96 | D | 3 | TALLAHASSEE |
| MANATEE | 68,900 | 68,200 | 99 | B | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| MARION | 52,800 | 51,600 | 98 | C | 3 | ORLANDO-DAYTONA BEACH |
| MARTIN | 30,800 | 30,400 | 99 | C | 3 | WEST PALM BEACH |
| MONROE | 29,000 | 28,200 | 97 | C | 3 | MIAMI |
| NASSAU | 12,600 | 12,400 | 99 | B | 3 | JACKSONVILLE |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## FLORIDA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| OKALOOSA | 41,400 | 41,000 | 99 | C | 3 | MOBILE-PENSACOLA |
| OKEECHOBEE | 8,100 | 8,000 | 99 | D | 3 | WEST PALM BEACH |
| ORANGE | 190,600 | 188,800 | 99 | B | 3 | ORLANDO-DAYTONA BEACH |
| OSCEOLA | 22,300 | 21,900 | 98 | B | 3 | ORLANDO-DAYTONA BEACH |
| PALM BEACH | 269,900 | 266,200 | 99 | B | 3 | WEST PALM BEACH |
| PASCO | 96,400 | 95,100 | 99 | A | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| PINELLAS | 350,000 | 346,600 | 99 | A | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| POLK | 127,700 | 126,200 | 99 | B | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| PUTNAM | 20,400 | 20,100 | 98 | C | 3 | JACKSONVILLE |
| SANTA ROSA | 21,100 | 20,900 | 99 | B | 3 | MOBILE-PENSACOLA |
| SARASOTA | 100,500 | 99,400 | 99 | B | 3 | TAMPA-ST. PETERSBURG (SARASOTA) |
| SEMINOLE | 75,900 | 75,100 | 99 | B | 3 | ORLANDO-DAYTONA BEACH |
| ST JOHNS | 21,400 | 21,100 | 99 | B | 3 | JACKSONVILLE |
| ST LUCIE | 38,300 | 37,700 | 98 | C | 3 | WEST PALM BEACH |
| SUMTER | 9,700 | 9,500 | 98 | D | 3 | ORLANDO-DAYTONA BEACH |
| SUWANNEE | 8,600 | 8,300 | 97 | D | 3 | JACKSONVILLE |
| TAYLOR | 6,400 | 6,200 | 97 | D | 3 | TALLAHASSEE |
| UNION | 2,400 | 2,300 | 98 | D | 3 | JACKSONVILLE |
| VOLUSIA | 118,700 | 117,400 | 99 | B | 3 | ORLANDO-DAYTONA BEACH |
| WAKULLA | 4,300 | 4,200 | 98 | B | 3 | TALLAHASSEE |
| WALTON | 8,900 | 8,700 | 98 | D | 3 | PANAMA CITY |
| WASHINGTON | 5,800 | 5,700 | 98 | D | 3 | PANAMA CITY |
| STATE TOTAL | 4,190,200 | 4,140,000 | 99 | | | |

## GEORGIA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| APPLING | 5,400 | 5,200 | 97 | D | 3 | SAVANNAH |
| ATKINSON | 2,000 | 1,900 | 96 | D | 3 | ALBANY, GA |
| BACON | 3,400 | 3,300 | 97 | D | 3 | SAVANNAH |
| BAKER | 1,200 | 1,200 | 97 | D | 3 | ALBANY, GA |
| BALDWIN | 10,800 | 10,600 | 98 | D | 3 | MACON |
| BANKS | 3,300 | 3,200 | 98 | D | 3 | ATLANTA |
| BARROW | 8,100 | 8,000 | 99 | D | 3 | ATLANTA |
| BARTOW | 14,900 | 14,700 | 99 | C | 3 | ATLANTA |
| BEN HILL | 6,200 | 6,000 | 97 | D | 3 | ALBANY, GA |
| BERRIEN | 4,900 | 4,800 | 97 | D | 3 | ALBANY, GA |
| BIBB | 55,000 | 54,300 | 99 | B | 3 | MACON |
| BLECKLEY | 3,800 | 3,700 | 98 | D | 3 | MACON |
| BRANTLEY | 3,200 | 3,100 | 98 | D | 3 | JACKSONVILLE |
| BROOKS | 5,300 | 5,200 | 98 | D | 3 | TALLAHASSEE |
| BRYAN | 3,600 | 3,500 | 98 | B | 3 | SAVANNAH |
| BULLOCH | 11,900 | 11,700 | 98 | C | 3 | SAVANNAH |
| BURKE | 6,500 | 6,300 | 97 | D | 3 | AUGUSTA |
| BUTTS | 4,300 | 4,200 | 98 | A | 3 | ATLANTA |
| CALHOUN | 1,700 | 1,600 | 96 | D | 3 | COLUMBUS, GA |
| CAMDEN | 4,700 | 4,600 | 99 | D | 3 | JACKSONVILLE |
| CANDLER | 2,800 | 2,700 | 97 | D | 3 | SAVANNAH |
| CARROLL | 20,400 | 20,200 | 99 | C | 3 | ATLANTA |
| CATOOSA | 13,800 | 13,700 | 99 | B | 3 | CHATTANOOGA |
| CHARLTON | 2,500 | 2,400 | 98 | D | 3 | JACKSONVILLE |
| CHATHAM | 75,500 | 74,600 | 99 | B | 3 | SAVANNAH |
| CHATTAHOOCHEE | 3,500 | 3,500 | 99 | B | 3 | COLUMBUS, GA |
| CHATTOOGA | 8,000 | 7,900 | 99 | D | 3 | ATLANTA |
| CHEROKEE | 19,300 | 19,100 | 99 | A | 3 | ATLANTA |
| CLARKE | 28,400 | 28,000 | 98 | C | 3 | ATLANTA |
| CLAY | 1,200 | 1,200 | 97 | D | 3 | COLUMBUS, GA |
| CLAYTON | 57,100 | 56,800 | 99 | A | 3 | ATLANTA |
| CLINCH | 2,200 | 2,100 | 97 | D | 3 | JACKSONVILLE |
| COBB | 122,900 | 122,200 | 99 | A | 3 | ATLANTA |
| COFFEE | 9,500 | 9,300 | 97 | D | 3 | ALBANY, GA |
| COLQUITT | 13,000 | 12,800 | 98 | D | 3 | ALBANY, GA |
| COLUMBIA | 15,300 | 15,100 | 98 | B | 3 | AUGUSTA |
| COOK | 4,800 | 4,700 | 98 | D | 3 | ALBANY, GA |
| COWETA | 14,400 | 14,100 | 98 | C | 3 | ATLANTA |
| CRAWFORD | 2,500 | 2,400 | 96 | D | 3 | MACON |
| CRISP | 7,100 | 6,900 | 97 | D | 3 | ALBANY, GA |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**GEORGIA** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| DADE | 4,300 | 4,200 | 99 | B | 3 | CHATTANOOGA |
| DAWSON | 1,700 | 1,700 | 98 | D | 3 | ATLANTA |
| DE KALB | 187,600 | 186,700 | 99 | A | 3 | ATLANTA |
| DECATUR | 8,900 | 8,700 | 98 | D | 3 | TALLAHASSEE |
| DODGE | 6,200 | 6,100 | 98 | D | 3 | MACON |
| DOOLY | 3,800 | 3,700 | 98 | D | 3 | COLUMBUS, GA |
| DOUGHERTY | 35,600 | 35,100 | 99 | C | 3 | ALBANY, GA |
| DOUGLAS | 19,900 | 19,700 | 99 | A | 3 | ATLANTA |
| EARLY | 4,600 | 4,500 | 97 | D | 3 | DOTHAN |
| ECHOLS | 800 | 800 | 96 | D | 3 | TALLAHASSEE |
| EFFINGHAM | 6,600 | 6,500 | 98 | B | 3 | SAVANNAH |
| ELBERT | 7,100 | 7,000 | 99 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| EMANUEL | 7,300 | 7,100 | 97 | D | 3 | AUGUSTA |
| EVANS | 3,100 | 3,000 | 98 | D | 3 | SAVANNAH |
| FANNIN | 5,800 | 5,700 | 98 | D | 3 | CHATTANOOGA |
| FAYETTE | 11,600 | 11,400 | 99 | A | 3 | ATLANTA |
| FLOYD | 30,200 | 29,800 | 99 | C | 3 | ATLANTA |
| FORSYTH | 11,000 | 10,900 | 99 | A | 3 | ATLANTA |
| FRANKLIN | 5,700 | 5,600 | 99 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| FULTON | 231,900 | 229,900 | 99 | A | 3 | ATLANTA |
| GILMER | 4,200 | 4,100 | 98 | D | 3 | ATLANTA |
| GLASCOCK | 800 | 800 | 98 | D | 3 | AUGUSTA |
| GLYNN | 21,300 | 21,000 | 99 | C | 3 | JACKSONVILLE |
| GORDON | 11,100 | 11,000 | 99 | D | 3 | ATLANTA |
| GRADY | 6,900 | 6,800 | 98 | D | 3 | TALLAHASSEE |
| GREENE | 3,900 | 3,800 | 97 | D | 3 | ATLANTA |
| GWINNETT | 66,600 | 66,000 | 99 | A | 3 | ATLANTA |
| HABERSHAM | 9,200 | 9,000 | 98 | D | 3 | ATLANTA |
| HALL | 28,600 | 28,300 | 99 | C | 3 | ATLANTA |
| HANCOCK | 2,800 | 2,700 | 96 | D | 3 | AUGUSTA |
| HARALSON | 6,800 | 6,700 | 99 | D | 3 | ATLANTA |
| HARRIS | 5,800 | 5,700 | 98 | D | 3 | COLUMBUS, GA |
| HART | 6,600 | 6,500 | 99 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| HEARD | 2,200 | 2,200 | 98 | D | 3 | ATLANTA |
| HENRY | 13,300 | 13,100 | 96 | A | 3 | ATLANTA |
| HOUSTON | 27,800 | 27,500 | 99 | B | 3 | MACON |
| IRWIN | 3,300 | 3,200 | 98 | D | 3 | ALBANY, GA |
| JACKSON | 9,200 | 9,100 | 98 | D | 3 | ATLANTA |
| JASPER | 2,800 | 2,700 | 97 | D | 3 | ATLANTA |
| JEFF DAVIS | 4,200 | 4,100 | 97 | D | 3 | SAVANNAH |
| JEFFERSON | 6,500 | 6,300 | 97 | D | 3 | AUGUSTA |
| JENKINS | 2,900 | 2,800 | 98 | D | 3 | AUGUSTA |
| JOHNSON | 3,200 | 3,100 | 98 | D | 3 | MACON |
| JONES | 6,100 | 6,000 | 98 | B | 3 | MACON |
| LAMAR | 4,300 | 4,200 | 98 | D | 3 | ATLANTA |
| LANIER | 2,100 | 2,000 | 97 | D | 3 | ALBANY, GA |
| LAURENS | 13,300 | 13,000 | 97 | C | 3 | MACON |
| LEE | 4,200 | 4,100 | 98 | C | 3 | ALBANY, GA |
| LIBERTY | 11,200 | 11,000 | 98 | C | 3 | SAVANNAH |
| LINCOLN | 2,200 | 2,200 | 98 | D | 3 | AUGUSTA |
| LONG | 1,800 | 1,800 | 97 | D | 3 | SAVANNAH |
| LOWNDES | 24,600 | 24,100 | 98 | C | 3 | TALLAHASSEE |
| LUMPKIN | 3,700 | 3,600 | 99 | D | 3 | ATLANTA |
| MACON | 4,800 | 4,700 | 97 | D | 3 | COLUMBUS, GA |
| MADISON | 6,700 | 6,600 | 98 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| MARION | 1,700 | 1,600 | 96 | D | 3 | COLUMBUS, GA |
| MC DUFFIE | 6,800 | 6,700 | 98 | D | 3 | AUGUSTA |
| MC INTOSH | 2,900 | 2,800 | 97 | D | 3 | SAVANNAH |
| MERIWETHER | 7,200 | 7,000 | 98 | D | 3 | ATLANTA |
| MILLER | 2,700 | 2,600 | 97 | D | 3 | ALBANY, GA |
| MITCHELL | 6,800 | 6,600 | 98 | D | 3 | ALBANY, GA |
| MONROE | 5,200 | 5,100 | 98 | D | 3 | ATLANTA |
| MONTGOMERY | 2,300 | 2,200 | 96 | D | 3 | SAVANNAH |
| MORGAN | 3,900 | 3,800 | 98 | D | 3 | ATLANTA |
| MURRAY | 7,400 | 7,300 | 98 | D | 3 | CHATTANOOGA |
| MUSCOGEE | 60,400 | 59,800 | 99 | B | 3 | COLUMBUS, GA |
| NEWTON | 12,100 | 11,900 | 99 | A | 3 | ATLANTA |
| OCONEE | 4,800 | 4,800 | 99 | D | 3 | ATLANTA |
| OGLETHORPE | 3,200 | 3,100 | 98 | D | 3 | ATLANTA |
| PAULDING | 9,800 | 9,700 | 99 | A | 3 | ATLANTA |
| PEACH | 6,900 | 6,800 | 98 | D | 3 | MACON |
| PICKENS | 4,600 | 4,500 | 98 | D | 3 | ATLANTA |
| PIERCE | 4,200 | 4,100 | 98 | D | 3 | SAVANNAH |
| PIKE | 3,100 | 3,000 | 97 | D | 3 | ATLANTA |
| POLK | 12,000 | 11,800 | 99 | D | 3 | ATLANTA |

## GEORGIA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| PULASKI | 3,300 | 3,200 | 97 | D | 3 | MACON |
| PUTNAM | 3,700 | 3,600 | 98 | D | 3 | ATLANTA |
| QUITMAN | 800 | 800 | 97 | D | 3 | COLUMBUS, GA |
| RABUN | 4,200 | 4,100 | 98 | D | 3 | ATLANTA |
| RANDOLPH | 3,400 | 3,300 | 97 | D | 3 | COLUMBUS, GA |
| RICHMOND | 64,000 | 63,300 | 99 | B | 3 | AUGUSTA |
| ROCKDALE | 13,500 | 13,300 | 99 | A | 3 | ATLANTA |
| SCHLEY | 1,100 | 1,100 | 97 | D | 3 | COLUMBUS, GA |
| SCREVEN | 5,100 | 5,000 | 97 | D | 3 | AUGUSTA |
| SEMINOLE | 3,300 | 3,200 | 98 | D | 3 | TALLAHASSEE |
| SPALDING | 17,300 | 17,100 | 99 | C | 3 | ATLANTA |
| STEPHENS | 8,100 | 8,000 | 98 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| STEWART | 1,900 | 1,800 | 96 | D | 3 | COLUMBUS, GA |
| SUMTER | 10,000 | 9,700 | 97 | D | 3 | COLUMBUS, GA |
| TALBOT | 2,100 | 2,000 | 97 | D | 3 | COLUMBUS, GA |
| TALIAFERRO | 800 | 800 | 97 | D | 3 | AUGUSTA |
| TATTNALL | 5,900 | 5,800 | 98 | D | 3 | SAVANNAH |
| TAYLOR | 2,700 | 2,600 | 97 | D | 3 | COLUMBUS, GA |
| TELFAIR | 4,200 | 4,100 | 96 | D | 3 | ALBANY, GA |
| TERRELL | 4,100 | 4,000 | 97 | D | 3 | COLUMBUS, GA |
| THOMAS | 13,400 | 13,200 | 98 | B | 3 | TALLAHASSEE |
| TIFT | 11,600 | 11,300 | 98 | D | 3 | ALBANY, GA |
| TOOMBS | 8,500 | 8,200 | 97 | D | 3 | SAVANNAH |
| TOWNS | 2,300 | 2,300 | 98 | D | 3 | ATLANTA |
| TREUTLEN | 2,100 | 2,000 | 97 | D | 3 | MACON |
| TROUP | 18,600 | 18,200 | 98 | C | 3 | ATLANTA |
| TURNER | 3,100 | 3,000 | 98 | D | 3 | ALBANY, GA |
| TWIGGS | 3,100 | 3,000 | 97 | B | 3 | MACON |
| UNION | 3,700 | 3,600 | 98 | C | 3 | ATLANTA |
| UPSON | 9,500 | 9,400 | 98 | D | 3 | ATLANTA |
| WALKER | 20,600 | 20,400 | 99 | B | 3 | CHATTANOOGA |
| WALTON | 11,100 | 10,900 | 99 | A | 3 | ATLANTA |
| WARE | 13,400 | 13,200 | 98 | C | 3 | JACKSONVILLE |
| WARREN | 2,100 | 2,000 | 97 | D | 3 | AUGUSTA |
| WASHINGTON | 6,400 | 6,200 | 97 | D | 3 | AUGUSTA |
| WAYNE | 7,300 | 7,200 | 98 | D | 3 | SAVANNAH |
| WEBSTER | 800 | 800 | 96 | D | 3 | COLUMBUS, GA |
| WHEELER | 1,900 | 1,700 | 97 | D | 3 | SAVANNAH |
| WHITE | 3,800 | 3,700 | 98 | D | 3 | ATLANTA |
| WHITFIELD | 24,200 | 23,900 | 99 | C | 3 | CHATTANOOGA |
| WILCOX | 2,700 | 2,600 | 98 | D | 3 | ALBANY, GA |
| WILKES | 3,900 | 3,800 | 97 | D | 3 | AUGUSTA |
| WILKINSON | 3,400 | 3,300 | 98 | D | 3 | MACON |
| WORTH | 6,100 | 6,000 | 98 | D | 3 | ALBANY, GA |
| STATE TOTAL | 2,024,100 | 1,996,600 | 99 | | | |

## IDAHO

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADA | 72,400 | 71,100 | 98 | B | 8 | BOISE |
| ADAMS | 1,200 | 1,100 | 95 | D | 8 | BOISE |
| BANNOCK | 24,700 | 24,100 | 98 | B | 8 | IDAHO FALLS-POCATELLO |
| BEAR LAKE | 2,500 | 2,400 | 97 | D | 8 | SALT LAKE CITY |
| BENEWAH | 3,200 | 3,100 | 97 | D | 8 | SPOKANE |
| BINGHAM | 11,900 | 11,700 | 99 | B | 8 | IDAHO FALLS-POCATELLO |
| BLAINE | 4,800 | 4,600 | 96 | D | 8 | BOISE |
| BOISE | 1,400 | 1,400 | 97 | D | 8 | BOISE |
| BONNER | 9,900 | 9,600 | 97 | D | 8 | SPOKANE |
| BONNEVILLE | 23,400 | 23,100 | 99 | B | 8 | IDAHO FALLS-POCATELLO |
| BOUNDARY | 2,700 | 2,600 | 96 | D | 8 | SPOKANE |
| BUTTE | 1,100 | 1,100 | 99 | D | 8 | IDAHO FALLS-POCATELLO |
| CAMAS | 300 | 300 | 99 | D | 8 | BOISE |
| CANYON | 31,300 | 30,500 | 98 | B | 8 | BOISE |
| CARIBOU | 3,100 | 3,000 | 97 | D | 8 | SALT LAKE CITY |
| CASSIA | 6,400 | 6,300 | 98 | D | 8 | IDAHO FALLS-POCATELLO |
| CLARK | 300 | 300 | 96 | D | 8 | IDAHO FALLS-POCATELLO |
| CLEARWATER | 3,700 | 3,600 | 97 | D | 8 | SPOKANE |
| CUSTER | 1,500 | 1,400 | 95 | D | 8 | IDAHO FALLS-POCATELLO |
| ELMORE | 7,400 | 7,300 | 98 | D | 8 | BOISE |

## IDAHO (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| FRANKLIN | 2,800 | 2,700 | 98 | D | 8 | SALT LAKE CITY |
| FREMONT | 3,800 | 3,700 | 98 | D | 8 | IDAHO FALLS-POCATELLO |
| GEM | 4,500 | 4,400 | 98 | D | 8 | BOISE |
| GOODING | 4,700 | 4,600 | 98 | D | 8 | BOISE |
| IDAHO | 5,700 | 5,400 | 95 | D | 8 | SPOKANE |
| JEFFERSON | 5,000 | 5,000 | 99 | D | 8 | IDAHO FALLS-POCATELLO |
| JEROME | 5,600 | 5,500 | 98 | D | 8 | TWIN FALLS |
| KOOTENAI | 24,700 | 24,300 | 98 | C | 8 | SPOKANE |
| LATAH | 11,100 | 10,700 | 97 | D | 8 | SPOKANE |
| LEMHI | 3,000 | 2,800 | 93 | D | 8 | IDAHO FALLS-POCATELLO |
| LEWIS | 1,500 | 1,500 | 98 | D | 8 | SPOKANE |
| LINCOLN | 1,200 | 1,200 | 98 | D | 8 | TWIN FALLS |
| MADISON | 5,600 | 5,500 | 99 | D | 8 | IDAHO FALLS-POCATELLO |
| MINIDOKA | 6,800 | 6,600 | 98 | D | 8 | IDAHO FALLS-POCATELLO |
| NEZ PERCE | 13,100 | 12,800 | 98 | D | 8 | SPOKANE |
| ONEIDA | 1,100 | 1,100 | 98 | D | 8 | SALT LAKE CITY |
| OWYHEE | 2,900 | 2,800 | 98 | D | 8 | BOISE |
| PAYETTE | 6,100 | 6,000 | 98 | D | 8 | BOISE |
| POWER | 2,500 | 2,400 | 96 | D | 8 | IDAHO FALLS-POCATELLO |
| SHOSHONE | 6,900 | 6,700 | 98 | D | 8 | SPOKANE |
| TETON | 900 | 900 | 99 | D | 8 | IDAHO FALLS-POCATELLO |
| TWIN FALLS | 20,300 | 20,000 | 98 | C | 8 | TWIN FALLS |
| VALLEY | 2,200 | 2,100 | 96 | D | 8 | BOISE |
| WASHINGTON | 3,300 | 3,200 | 97 | D | 8 | BOISE |
| STATE TOTAL | 358,500 | 350,500 | 98 | | | |

## ILLINOIS

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 27,300 | 26,900 | 98 | C | 4 | QUINCY-HANNIBAL |
| ALEXANDER | 4,800 | 4,600 | 96 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| BOND | 6,100 | 5,900 | 96 | D | 4 | ST. LOUIS |
| BOONE | 10,300 | 10,100 | 98 | B | 4 | ROCKFORD |
| BROWN | 2,100 | 2,000 | 97 | D | 4 | QUINCY-HANNIBAL |
| BUREAU | 14,800 | 14,500 | 98 | C | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| CALHOUN | 2,100 | 2,000 | 97 | D | 4 | ST. LOUIS |
| CARROLL | 7,000 | 6,900 | 98 | D | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| CASS | 5,800 | 5,600 | 97 | D | 4 | QUINCY-HANNIBAL |
| CHAMPAIGN | 61,200 | 59,900 | 98 | B | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| CHRISTIAN | 14,000 | 13,700 | 98 | C | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| CLARK | 6,800 | 6,600 | 97 | D | 4 | TERRE HAUTE |
| CLAY | 6,100 | 5,800 | 96 | D | 4 | TERRE HAUTE |
| CLINTON | 11,600 | 11,400 | 98 | A | 4 | ST. LOUIS |
| COLES | 19,800 | 19,400 | 98 | C | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| COOK | 1,896,400 | 1,865,700 | 98 | A | 4 | CHICAGO |
| CRAWFORD | 8,300 | 8,100 | 98 | D | 4 | TERRE HAUTE |
| CUMBERLAND | 4,300 | 4,200 | 97 | D | 4 | TERRE HAUTE |
| DE WITT | 7,100 | 7,000 | 98 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| DEKALB | 25,600 | 25,200 | 98 | C | 4 | CHICAGO |
| DOUGLAS | 7,500 | 7,400 | 98 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| DUPAGE | 250,700 | 248,800 | 99 | A | 4 | CHICAGO |
| EDGAR | 8,600 | 8,400 | 98 | D | 4 | TERRE HAUTE |
| EDWARDS | 3,400 | 3,300 | 96 | D | 4 | EVANSVILLE |
| EFFINGHAM | 11,700 | 11,200 | 96 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| FAYETTE | 8,300 | 8,000 | 97 | D | 4 | ST. LOUIS |
| FORD | 5,800 | 5,700 | 98 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| FRANKLIN | 17,800 | 17,300 | 97 | C | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| FULTON | 16,600 | 16,200 | 98 | C | 4 | PEORIA |
| GALLATIN | 2,900 | 2,800 | 95 | D | 4 | EVANSVILLE |
| GREENE | 6,200 | 6,100 | 98 | D | 4 | ST. LOUIS |
| GRUNDY | 11,600 | 11,500 | 99 | D | 4 | CHICAGO |
| HAMILTON | 3,900 | 3,700 | 95 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| HANCOCK | 9,400 | 9,200 | 98 | D | 4 | QUINCY-HANNIBAL |
| HARDIN | 2,100 | 2,000 | 97 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| HENDERSON | 3,400 | 3,300 | 97 | D | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| HENRY | 21,400 | 21,100 | 99 | B | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| IROQUOIS | 12,400 | 12,100 | 98 | D | 4 | CHICAGO |
| JACKSON | 24,100 | 23,300 | 97 | C | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| JASPER | 4,300 | 4,200 | 97 | D | 4 | TERRE HAUTE |

## ILLINOIS (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| JEFFERSON | 14,900 | 14,400 | 97 | C | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| JERSEY | 7,100 | 6,900 | 98 | D | 4 | ST. LOUIS |
| JO DAVIESS | 8,900 | 8,600 | 97 | D | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| JOHNSON | 3,600 | 3,500 | 96 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| KANE | 99,600 | 98,200 | 99 | A | 4 | CHICAGO |
| KANKAKEE | 37,000 | 36,400 | 98 | C | 4 | CHICAGO |
| KENDALL | 13,700 | 13,600 | 99 | C | 4 | CHICAGO |
| KNOX | 23,700 | 23,400 | 99 | C | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| LA SALLE | 42,300 | 41,400 | 98 | C | 4 | CHICAGO |
| LAKE | 151,100 | 149,900 | 99 | A | 4 | CHICAGO |
| LAWRENCE | 6,800 | 6,600 | 97 | D | 4 | TERRE HAUTE |
| LEE | 13,000 | 12,800 | 98 | C | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| LIVINGSTON | 14,600 | 14,200 | 97 | C | 4 | CHICAGO |
| LOGAN | 11,600 | 11,300 | 98 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| MACON | 50,100 | 49,200 | 98 | B | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| MACOUPIN | 19,300 | 18,900 | 98 | C | 4 | ST. LOUIS |
| MADISON | 91,000 | 89,700 | 99 | A | 4 | ST. LOUIS |
| MARION | 17,300 | 16,900 | 98 | C | 4 | ST. LOUIS |
| MARSHALL | 5,300 | 5,200 | 98 | D | 4 | PEORIA |
| MASON | 7,500 | 7,400 | 98 | D | 4 | PEORIA |
| MASSAC | 6,000 | 5,800 | 97 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| MC DONOUGH | 13,100 | 12,800 | 98 | C | 4 | QUINCY-HANNIBAL |
| MC LEAN | 44,600 | 43,600 | 98 | C | 4 | PEORIA |
| MCHENRY | 54,300 | 53,900 | 99 | A | 4 | CHICAGO |
| MENARD | 4,500 | 4,400 | 97 | B | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| MERCER | 7,100 | 7,000 | 99 | D | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| MONROE | 7,300 | 7,100 | 98 | A | 4 | ST. LOUIS |
| MONTGOMERY | 12,300 | 12,000 | 98 | D | 4 | ST. LOUIS |
| MORGAN | 14,200 | 13,800 | 97 | C | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| MOULTRIE | 5,400 | 5,200 | 97 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| OGLE | 17,200 | 16,900 | 98 | C | 4 | ROCKFORD |
| PEORIA | 76,000 | 74,700 | 98 | B | 4 | PEORIA |
| PERRY | 8,400 | 8,200 | 97 | D | 4 | ST. LOUIS |
| PIATT | 6,200 | 6,100 | 99 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| PIKE | 7,400 | 7,200 | 97 | D | 4 | QUINCY-HANNIBAL |
| POPE | 1,600 | 1,500 | 95 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| PULASKI | 3,300 | 3,100 | 95 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| PUTNAM | 2,300 | 2,200 | 96 | D | 4 | PEORIA |
| RANDOLPH | 12,300 | 12,000 | 98 | C | 4 | ST. LOUIS |
| RICHLAND | 7,000 | 6,800 | 97 | D | 4 | TERRE HAUTE |
| ROCK ISLAND | 62,900 | 62,300 | 99 | B | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| SALINE | 11,700 | 11,300 | 97 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| SANGAMON | 72,400 | 70,700 | 98 | B | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| SCHUYLER | 3,200 | 3,100 | 98 | D | 4 | QUINCY-HANNIBAL |
| SCOTT | 2,300 | 2,300 | 98 | D | 4 | QUINCY-HANNIBAL |
| SHELBY | 9,000 | 8,700 | 97 | D | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| ST CLAIR | 91,400 | 89,700 | 98 | A | 4 | ST. LOUIS |
| STARK | 2,700 | 2,700 | 98 | D | 4 | PEORIA |
| STEPHENSON | 18,800 | 18,400 | 98 | B | 4 | ROCKFORD |
| TAZEWELL | 49,400 | 48,600 | 98 | B | 4 | PEORIA |
| UNION | 7,000 | 6,800 | 97 | D | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| VERMILION | 36,300 | 35,600 | 98 | B | 4 | SPRINGFIELD-DECATUR-CHAMPAIGN |
| WABASH | 5,200 | 5,000 | 97 | D | 4 | EVANSVILLE |
| WARREN | 8,200 | 8,100 | 98 | D | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| WASHINGTON | 5,900 | 5,700 | 97 | D | 4 | ST. LOUIS |
| WAYNE | 7,300 | 6,900 | 95 | D | 4 | EVANSVILLE |
| WHITE | 7,300 | 6,900 | 95 | D | 4 | EVANSVILLE |
| WHITESIDE | 24,300 | 23,900 | 98 | C | 4 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| WILL | 113,300 | 111,900 | 99 | A | 4 | CHICAGO |
| WILLIAMSON | 23,200 | 22,600 | 97 | C | 4 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| WINNEBAGO | 92,700 | 91,400 | 99 | B | 4 | ROCKFORD |
| WOODFORD | 11,900 | 11,600 | 97 | B | 4 | PEORIA |
| STATE TOTAL | 4,188,900 | 4,118,100 | 98 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## INDIANA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 10,200 | 10,000 | 98 | B | 4 | FT. WAYNE |
| ALLEN | 109,600 | 107,900 | 98 | B | 4 | FT. WAYNE |
| BARTHOLOMEW | 24,500 | 24,100 | 98 | C | 4 | INDIANAPOLIS |
| BENTON | 3,700 | 3,600 | 98 | D | 4 | INDIANAPOLIS |
| BLACKFORD | 5,600 | 5,500 | 98 | D | 4 | FT. WAYNE |
| BOONE | 13,500 | 13,300 | 99 | B | 4 | INDIANAPOLIS |
| BROWN | 4,800 | 4,700 | 98 | D | 4 | INDIANAPOLIS |
| CARROLL | 7,300 | 7,200 | 98 | D | 4 | INDIANAPOLIS |
| CASS | 15,000 | 14,700 | 98 | C | 4 | INDIANAPOLIS |
| CLARK | 33,100 | 32,500 | 98 | B | 4 | LOUISVILLE |
| CLAY | 9,500 | 9,300 | 98 | B | 4 | TERRE HAUTE |
| CLINTON | 11,600 | 11,400 | 99 | D | 4 | INDIANAPOLIS |
| CRAWFORD | 3,600 | 3,400 | 96 | D | 4 | LOUISVILLE |
| DAVIESS | 10,200 | 9,900 | 97 | D | 4 | TERRE HAUTE |
| DE KALB | 12,000 | 11,800 | 99 | B | 4 | FT. WAYNE |
| DEARBORN | 12,300 | 12,100 | 98 | A | 4 | CINCINNATI |
| DECATUR | 8,400 | 8,200 | 98 | D | 4 | INDIANAPOLIS |
| DELAWARE | 45,700 | 45,000 | 99 | C | 4 | INDIANAPOLIS |
| DUBOIS | 12,200 | 11,800 | 97 | D | 4 | EVANSVILLE |
| ELKHART | 50,500 | 49,300 | 98 | B | 4 | SOUTH BEND-ELKHART |
| FAYETTE | 10,300 | 10,100 | 98 | D | 4 | CINCINNATI |
| FLOYD | 22,600 | 22,300 | 99 | B | 4 | LOUISVILLE |
| FOUNTAIN | 7,000 | 6,900 | 98 | D | 4 | INDIANAPOLIS |
| FRANKLIN | 6,400 | 6,200 | 97 | D | 4 | CINCINNATI |
| FULTON | 7,500 | 7,400 | 98 | D | 4 | SOUTH BEND-ELKHART |
| GIBSON | 12,800 | 12,500 | 98 | B | 4 | EVANSVILLE |
| GRANT | 28,300 | 27,700 | 98 | C | 4 | INDIANAPOLIS |
| GREENE | 12,100 | 11,800 | 98 | D | 4 | TERRE HAUTE |
| HAMILTON | 30,900 | 30,500 | 99 | B | 4 | INDIANAPOLIS |
| HANCOCK | 15,600 | 15,400 | 99 | B | 4 | INDIANAPOLIS |
| HARRISON | 9,900 | 9,700 | 98 | D | 4 | LOUISVIL |
| HENDRICKS | 24,600 | 24,300 | 99 | B | 4 | INDIANAPOLIS |
| HENRY | 19,400 | 19,100 | 98 | C | 4 | INDIANAPOLIS |
| HOWARD | 32,300 | 31,800 | 99 | C | 4 | INDIANAPOLIS |
| HUNTINGTON | 12,900 | 12,700 | 99 | B | 4 | FT. WAYNE |
| JACKSON | 13,800 | 13,600 | 98 | C | 4 | LOUISVILLE |
| JASPER | 9,100 | 8,900 | 98 | D | 4 | CHICAGO |
| JAY | 8,400 | 8,200 | 97 | D | 4 | FT. WAYNE |
| JEFFERSON | 11,100 | 10,800 | 98 | D | 4 | LOUISVILLE |
| JENNINGS | 7,900 | 7,700 | 98 | D | 4 | LOUISVILLE |
| JOHNSON | 27,700 | 27,500 | 99 | B | 4 | INDIANAPOLIS |
| KNOX | 16,100 | 15,800 | 98 | C | 4 | TERRE HAUTE |
| KOSCIUSKO | 22,800 | 22,300 | 98 | C | 4 | SOUTH BEND-ELKHART |
| LA PORTE | 38,900 | 38,400 | 99 | C | 4 | CHICAGO |
| LAGRANGE | 8,300 | 7,900 | 95 | D | 4 | SOUTH BEND-ELKHART |
| LAKE | 178,600 | 176,200 | 99 | A | 4 | CHICAGO |
| LAWRENCE | 16,100 | 15,800 | 98 | C | 4 | LOUISVILLE |
| MADISON | 51,500 | 50,900 | 99 | C | 4 | INDIANAPOLIS |
| MARION | 292,300 | 288,100 | 99 | B | 4 | INDIANAPOLIS |
| MARSHALL | 14,500 | 14,200 | 98 | B | 4 | SOUTH BEND-ELKHART |
| MARTIN | 3,800 | 3,700 | 97 | D | 4 | TERRE HAUTE |
| MIAMI | 14,000 | 13,700 | 98 | C | 4 | INDIANAPOLIS |
| MONROE | 36,700 | 35,600 | 97 | B | 4 | INDIANAPOLIS |
| MONTGOMERY | 13,300 | 13,100 | 99 | D | 4 | INDIANAPOLIS |
| MORGAN | 18,300 | 18,000 | 98 | B | 4 | INDIANAPOLIS |
| NEWTON | 5,600 | 5,500 | 98 | D | 4 | CHICAGO |
| NOBLE | 12,900 | 12,600 | 98 | D | 4 | FT. WAYNE |
| OHIO | 2,000 | 2,000 | 99 | D | 4 | CINCINNATI |
| ORANGE | 7,000 | 6,800 | 97 | D | 4 | LOUISVILLE |
| OWEN | 6,200 | 6,100 | 98 | D | 4 | INDIANAPOLIS |
| PARKE | 6,200 | 6,100 | 98 | D | 4 | TERRE HAUTE |
| PERRY | 6,800 | 6,600 | 97 | D | 4 | EVANSVILLE |
| PIKE | 5,300 | 5,100 | 97 | D | 4 | EVANSVILLE |
| PORTER | 43,900 | 43,300 | 99 | A | 4 | CHICAGO |
| POSEY | 9,900 | 9,600 | 97 | B | 4 | EVANSVILLE |
| PULASKI | 5,000 | 4,800 | 97 | D | 4 | SOUTH BEND-ELKHART |
| PUTNAM | 9,700 | 9,500 | 98 | D | 4 | INDIANAPOLIS |
| RANDOLPH | 11,000 | 10,800 | 98 | D | 4 | INDIANAPOLIS |
| RIPLEY | 8,500 | 8,300 | 97 | D | 4 | CINCINNATI |
| RUSH | 6,700 | 6,600 | 99 | D | 4 | INDIANAPOLIS |
| SCOTT | 7,300 | 7,100 | 97 | D | 4 | LOUISVILLE |
| SHELBY | 14,200 | 14,000 | 99 | B | 4 | INDIANAPOLIS |
| SPENCER | 6,700 | 6,500 | 97 | D | 4 | EVANSVILLE |
| ST JOSEPH | 88,900 | 87,700 | 99 | B | 4 | SOUTH BEND-ELKHART |
| STARKE | 8,000 | 7,800 | 98 | D | 4 | SOUTH BEND-ELKHART |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## INDIANA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| STEUBEN | 9,600 | 9,400 | 98 | D | 4 | FT. WAYNE |
| SULLIVAN | 8,200 | 8,000 | 98 | B | 4 | TERRE HAUTE |
| SWITZERLAND | 2,800 | 2,700 | 97 | D | 4 | CINCINNATI |
| TIPPECANOE | 43,300 | 42,200 | 97 | C | 4 | LAFAYETTE, IN |
| TIPTON | 6,300 | 6,200 | 99 | D | 4 | INDIANAPOLIS |
| UNION | 2,400 | 2,300 | 97 | D | 4 | CINCINNATI |
| VANDERBURGH | 66,500 | 65,100 | 98 | B | 4 | EVANSVILLE |
| VERMILLION | 7,200 | 7,100 | 98 | B | 4 | TERRE HAUTE |
| VIGO | 41,200 | 40,500 | 98 | B | 4 | TERRE HAUTE |
| WABASH | 12,900 | 12,600 | 97 | C | 4 | FT. WAYNE |
| WARREN | 3,100 | 3,000 | 97 | D | 4 | INDIANAPOLIS |
| WARRICK | 15,400 | 15,000 | 98 | B | 4 | EVANSVILLE |
| WASHINGTON | 8,100 | 7,800 | 97 | D | 4 | LOUISVILLE |
| WAYNE | 28,000 | 27,500 | 98 | C | 4 | DAYTON |
| WELLS | 9,400 | 9,200 | 98 | B | 4 | FT. WAYNE |
| WHITE | 9,400 | 9,200 | 98 | D | 4 | INDIANAPOLIS |
| WHITLEY | 9,600 | 9,500 | 99 | D | 4 | FT. WAYNE |
| STATE TOTAL | 2,014,300 | 1,978,600 | 98 | | | |

## IOWA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAIR | 3,700 | 3,700 | 99 | D | 6 | DES MOINES |
| ADAMS | 2,200 | 2,200 | 98 | D | 6 | OMAHA |
| ALLAMAKEE | 5,300 | 5,200 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| APPANOOSE | 6,300 | 6,200 | 98 | D | 6 | DES MOINES |
| AUDUBON | 3,200 | 3,200 | 99 | D | 6 | OMAHA |
| BENTON | 9,100 | 9,000 | 99 | B | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| BLACK HAWK | 50,600 | 50,200 | 99 | B | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| BOONE | 10,000 | 9,900 | 99 | D | 6 | DES MOINES |
| BREMER | 9,000 | 8,900 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| BUCHANAN | 8,000 | 7,900 | 99 | B | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| BUENA VISTA | 8,000 | 7,900 | 99 | D | 6 | SIOUX CITY |
| BUTLER | 6,600 | 6,500 | 98 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| CALHOUN | 5,100 | 5,000 | 99 | D | 6 | DES MOINES |
| CARROLL | 8,200 | 8,100 | 99 | D | 6 | DES MOINES |
| CASS | 6,800 | 6,700 | 99 | D | 6 | OMAHA |
| CEDAR | 7,100 | 7,000 | 99 | D | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| CERRO GORDO | 19,300 | 19,100 | 99 | C | 6 | ROCHESTER-MASON CITY-AUSTIN |
| CHEROKEE | 6,300 | 6,200 | 99 | D | 6 | SIOUX CITY |
| CHICKASAW | 5,600 | 5,500 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| CLARKE | 3,500 | 3,400 | 99 | D | 6 | DES MOINES |
| CLAY | 7,900 | 7,800 | 98 | D | 6 | SIOUX CITY |
| CLAYTON | 8,000 | 7,800 | 98 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| CLINTON | 20,800 | 20,600 | 99 | C | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| CRAWFORD | 6,900 | 6,800 | 99 | D | 6 | OMAHA |
| DALLAS | 11,500 | 11,400 | 99 | D | 6 | DES MOINES |
| DAVIS | 3,400 | 3,400 | 99 | D | 6 | OTTUMWA-KIRKSVILLE |
| DECATUR | 3,500 | 3,400 | 97 | D | 6 | DES MOINES |
| DELAWARE | 6,500 | 6,400 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| DES MOINES | 17,900 | 17,700 | 99 | C | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| DICKINSON | 6,600 | 6,500 | 98 | D | 6 | SIOUX CITY |
| DUBUQUE | 31,600 | 31,100 | 98 | C | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| EMMET | 5,000 | 4,900 | 97 | D | 6 | MANKATO |
| FAYETTE | 9,400 | 9,300 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| FLOYD | 7,100 | 7,000 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| FRANKLIN | 5,300 | 5,300 | 99 | D | 6 | DES MOINES |
| FREMONT | 3,600 | 3,600 | 99 | D | 6 | OMAHA |
| GREENE | 4,700 | 4,700 | 99 | D | 6 | DES MOINES |
| GRUNDY | 5,500 | 5,500 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| GUTHRIE | 4,600 | 4,500 | 99 | D | 6 | DES MOINES |
| HAMILTON | 6,900 | 6,800 | 99 | D | 6 | DES MOINES |
| HANCOCK | 5,300 | 5,200 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| HARDIN | 8,200 | 8,100 | 99 | D | 6 | DES MOINES |
| HARRISON | 6,000 | 5,900 | 99 | D | 6 | OMAHA |
| HENRY | 7,000 | 6,800 | 98 | D | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| HOWARD | 4,300 | 4,200 | 97 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## IOWA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| HUMBOLDT | 4,900 | 4,800 | 98 | D | 6 | DES MOINES |
| IDA | 3,400 | 3,400 | 99 | D | 6 | SIOUX CITY |
| IOWA | 5,900 | 5,800 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| JACKSON | 8,200 | 8,100 | 98 | D | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| JASPER | 13,900 | 13,800 | 99 | C | 6 | DES MOINES |
| JEFFERSON | 6,000 | 5,900 | 98 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| JOHNSON | 32,500 | 31,900 | 98 | C | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| JONES | 7,200 | 7,100 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| KEOKUK | 4,900 | 4,800 | 98 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| KOSSUTH | 8,100 | 8,000 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| LEE | 16,200 | 16,000 | 99 | C | 6 | QUINCY-HANNIBAL |
| LINN | 65,100 | 64,600 | 99 | B | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| LOUISA | 4,500 | 4,400 | 99 | D | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| LUCAS | 4,300 | 4,200 | 98 | D | 6 | DES MOINES |
| LYON | 4,500 | 4,400 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| MADISON | 4,600 | 4,600 | 99 | D | 6 | DES MOINES |
| MAHASKA | 8,900 | 8,800 | 98 | D | 6 | DES MOINES |
| MARION | 10,900 | 10,800 | 99 | D | 6 | DES MOINES |
| MARSHALL | 16,000 | 15,900 | 99 | C | 6 | DES MOINES |
| MILLS | 4,800 | 4,700 | 99 | D | 6 | OMAHA |
| MITCHELL | 4,500 | 4,400 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| MONONA | 4,500 | 4,400 | 99 | D | 6 | SIOUX CITY |
| MONROE | 3,500 | 3,500 | 99 | D | 6 | DES MOINES |
| MONTGOMERY | 5,300 | 5,200 | 99 | D | 6 | OMAHA |
| MUSCATINE | 14,800 | 14,700 | 99 | C | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| O BRIEN | 6,300 | 6,200 | 99 | D | 6 | SIOUX CITY |
| OSCEOLA | 3,100 | 3,100 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| PAGE | 7,600 | 7,500 | 98 | D | 6 | OMAHA |
| PALO ALTO | 4,900 | 4,800 | 98 | D | 6 | SIOUX CITY |
| PLYMOUTH | 9,000 | 8,900 | 99 | D | 6 | SIOUX CITY |
| POCAHONTAS | 4,400 | 4,300 | 99 | D | 6 | DES MOINES |
| POLK | 121,100 | 120,000 | 99 | B | 6 | DES MOINES |
| POTTAWATTAMIE | 32,000 | 31,700 | 99 | B | 6 | OMAHA |
| POWESHIEK | 7,200 | 7,100 | 99 | D | 6 | DES MOINES |
| RINGGOLD | 2,400 | 2,400 | 99 | D | 6 | DES MOINES |
| SAC | 5,500 | 5,400 | 99 | D | 6 | SIOUX CITY |
| SCOTT | 60,500 | 60,000 | 99 | B | 6 | DAVENPORT-ROCK IS-MOLINE (QUAD CITY) |
| SHELBY | 5,500 | 5,400 | 99 | D | 6 | OMAHA |
| SIOUX | 10,500 | 10,300 | 98 | D | 6 | SIOUX CITY |
| STORY | 25,400 | 25,100 | 99 | B | 6 | DES MOINES |
| TAMA | 7,100 | 7,000 | 99 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| TAYLOR | 3,300 | 3,200 | 98 | D | 6 | OMAHA |
| UNION | 5,600 | 5,500 | 98 | D | 6 | DES MOINES |
| VAN BUREN | 3,200 | 3,100 | 98 | D | 6 | OTTUMWA-KIRKSVILLE |
| WAPELLO | 15,700 | 15,500 | 99 | C | 6 | DES MOINES |
| WARREN | 12,600 | 12,500 | 99 | B | 6 | DES MOINES |
| WASHINGTON | 7,500 | 7,400 | 98 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| WAYNE | 3,300 | 3,200 | 98 | D | 6 | DES MOINES |
| WEBSTER | 17,200 | 17,000 | 99 | C | 6 | DES MOINES |
| WINNEBAGO | 5,100 | 5,000 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| WINNESHIEK | 7,400 | 7,300 | 98 | D | 6 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| WOODBURY | 37,600 | 37,300 | 99 | C | 6 | SIOUX CITY |
| WORTH | 3,500 | 3,500 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| WRIGHT | 6,300 | 6,200 | 99 | D | 6 | DES MOINES |
| STATE TOTAL | 1,099,600 | 1,086,600 | 99 | | | |

## KANSAS

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALLEN | 6,300 | 6,200 | 98 | D | 6 | JOPLIN-PITTSBURG |
| ANDERSON | 3,300 | 3,200 | 98 | D | 6 | KANSAS CITY |
| ATCHISON | 6,500 | 6,400 | 99 | D | 6 | KANSAS CITY |
| BARBER | 2,600 | 2,500 | 98 | D | 6 | WICHITA-HUTCHINSON |
| BARTON | 12,400 | 12,300 | 99 | D | 6 | WICHITA-HUTCHINSON |
| BOURBON | 6,700 | 6,600 | 98 | D | 6 | JOPLIN-PITTSBURG |
| BROWN | 4,900 | 4,800 | 98 | D | 6 | KANSAS CITY |
| BUTLER | 17,200 | 17,000 | 99 | B | 6 | WICHITA-HUTCHINSON |
| CHASE | 1,300 | 1,300 | 97 | D | 6 | WICHITA-HUTCHINSON |
| CHAUTAUQUA | 2,300 | 2,300 | 98 | D | 6 | TULSA |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## KANSAS (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| CHEROKEE | 8,800 | 8,700 | 99 | D | 6 | JOPLIN-PITTSBURG |
| CHEYENNE | 1,500 | 1,500 | 98 | D | 6 | WICHITA-HUTCHINSON |
| CLARK | 1,000 | 1,000 | 99 | D | 6 | WICHITA-HUTCHINSON |
| CLAY | 4,100 | 4,000 | 97 | D | 6 | TOPEKA |
| CLOUD | 4,800 | 4,700 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| COFFEY | 3,800 | 3,700 | 97 | D | 6 | TOPEKA |
| COMANCHE | 1,000 | 1,000 | 97 | D | 6 | WICHITA-HUTCHINSON |
| COWLEY | 14,700 | 14,500 | 98 | C | 6 | WICHITA-HUTCHINSON |
| CRAWFORD | 15,800 | 15,600 | 99 | B | 6 | JOPLIN-PITTSBURG |
| DECATUR | 1,800 | 1,800 | 98 | D | 6 | WICHITA-HUTCHINSON |
| DICKINSON | 8,000 | 7,900 | 98 | D | 6 | WICHITA-HUTCHINSON |
| DONIPHAN | 3,400 | 3,300 | 98 | D | 6 | KANSAS CITY |
| DOUGLAS | 25,600 | 25,100 | 98 | C | 6 | KANSAS CITY |
| EDWARDS | 1,700 | 1,700 | 98 | D | 6 | WICHITA-HUTCHINSON |
| ELK | 1,700 | 1,700 | 97 | D | 6 | WICHITA-HUTCHINSON |
| ELLIS | 9,800 | 9,700 | 99 | D | 6 | WICHITA-HUTCHINSON |
| ELLSWORTH | 2,900 | 2,800 | 98 | D | 6 | WICHITA-HUTCHINSON |
| FINNEY | 9,000 | 8,900 | 99 | D | 6 | WICHITA-HUTCHINSON |
| FORD | 9,300 | 9,200 | 99 | D | 6 | WICHITA-HUTCHINSON |
| FRANKLIN | 8,700 | 8,600 | 98 | D | 6 | KANSAS CITY |
| GEARY | 10,200 | 10,100 | 99 | D | 6 | KANSAS CITY |
| GOVE | 1,400 | 1,400 | 97 | D | 6 | WICHITA-HUTCHINSON |
| GRAHAM | 1,500 | 1,500 | 99 | D | 6 | WICHITA-HUTCHINSON |
| GRANT | 2,600 | 2,600 | 98 | D | 6 | WICHITA-HUTCHINSON |
| GRAY | 1,800 | 1,800 | 98 | D | 6 | WICHITA-HUTCHINSON |
| GREELEY | 700 | 700 | 98 | D | 6 | WICHITA-HUTCHINSON |
| GREENWOOD | 3,800 | 3,700 | 98 | D | 6 | WICHITA-HUTCHINSON |
| HAMILTON | 1,000 | 1,000 | 97 | D | 6 | WICHITA-HUTCHINSON |
| HARPER | 3,300 | 3,200 | 98 | D | 6 | WICHITA-HUTCHINSON |
| HARVEY | 11,500 | 11,300 | 98 | D | 6 | WICHITA-HUTCHINSON |
| HASKELL | 1,300 | 1,300 | 98 | D | 6 | WICHITA-HUTCHINSON |
| HODGEMAN | 900 | 900 | 97 | D | 6 | WICHITA-HUTCHINSON |
| JACKSON | 4,400 | 4,300 | 98 | D | 6 | TOPEKA |
| JEFFERSON | 5,700 | 5,600 | 98 | D | 6 | KANSAS CITY |
| JEWELL | 2,100 | 2,000 | 96 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| JOHNSON | 107,400 | 106,800 | 99 | B | 6 | KANSAS CITY |
| KEARNY | 1,200 | 1,200 | 99 | D | 6 | WICHITA-HUTCHINSON |
| KINGMAN | 3,400 | 3,400 | 99 | D | 6 | WICHITA-HUTCHINSON |
| KIOWA | 1,600 | 1,500 | 97 | D | 6 | WICHITA-HUTCHINSON |
| LABETTE | 10,000 | 9,800 | 98 | D | 6 | JOPLIN-PITTSBURG |
| LANE | 1,000 | 1,000 | 98 | D | 6 | WICHITA-HUTCHINSON |
| LEAVENWORTH | 17,900 | 17,700 | 99 | C | 6 | KANSAS CITY |
| LINCOLN | 1,700 | 1,700 | 97 | D | 6 | WICHITA-HUTCHINSON |
| LINN | 3,400 | 3,300 | 98 | D | 6 | KANSAS CITY |
| LOGAN | 1,400 | 1,400 | 97 | D | 6 | WICHITA-HUTCHINSON |
| LYON | 13,900 | 13,600 | 98 | D | 6 | TOPEKA |
| MARION | 5,200 | 5,100 | 98 | D | 6 | WICHITA-HUTCHINSON |
| MARSHALL | 5,200 | 5,100 | 98 | D | 6 | TOPEKA |
| MC PHERSON | 10,400 | 10,100 | 97 | D | 6 | WICHITA-HUTCHINSON |
| MEADE | 1,800 | 1,800 | 99 | D | 6 | WICHITA-HUTCHINSON |
| MIAMI | 8,100 | 8,000 | 99 | D | 6 | KANSAS CITY |
| MITCHELL | 3,400 | 3,300 | 97 | D | 6 | WICHITA-HUTCHINSON |
| MONTGOMERY | 17,000 | 16,700 | 98 | C | 6 | TULSA |
| MORRIS | 2,600 | 2,500 | 98 | D | 6 | TOPEKA |
| MORTON | 1,200 | 1,200 | 98 | D | 6 | AMARILLO |
| NEMAHA | 4,100 | 4,000 | 98 | D | 6 | TOPEKA |
| NEOSHO | 7,400 | 7,300 | 98 | D | 6 | JOPLIN-PITTSBURG |
| NESS | 1,800 | 1,800 | 98 | D | 6 | WICHITA-HUTCHINSON |
| NORTON | 2,600 | 2,500 | 98 | D | 6 | WICHITA-HUTCHINSON |
| OSAGE | 5,900 | 5,800 | 98 | B | 6 | TOPEKA |
| OSBORNE | 2,400 | 2,300 | 97 | D | 6 | WICHITA-HUTCHINSON |
| OTTAWA | 2,300 | 2,200 | 97 | D | 6 | WICHITA-HUTCHINSON |
| PAWNEE | 3,200 | 3,100 | 98 | D | 6 | WICHITA-HUTCHINSON |
| PHILLIPS | 2,900 | 2,800 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| POTTAWATOMIE | 5,900 | 5,800 | 98 | D | 6 | TOPEKA |
| PRATT | 4,200 | 4,100 | 99 | D | 6 | WICHITA-HUTCHINSON |
| RAWLINS | 1,600 | 1,600 | 98 | D | 6 | WICHITA-HUTCHINSON |
| RENO | 25,800 | 25,500 | 99 | B | 6 | WICHITA-HUTCHINSON |
| REPUBLIC | 3,100 | 3,000 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| RICE | 4,800 | 4,700 | 99 | D | 6 | WICHITA-HUTCHINSON |
| RILEY | 20,700 | 20,300 | 98 | C | 6 | TOPEKA |
| ROOKS | 2,700 | 2,700 | 99 | D | 6 | WICHITA-HUTCHINSON |
| RUSH | 1,700 | 1,700 | 98 | D | 6 | WICHITA-HUTCHINSON |
| RUSSELL | 3,600 | 3,500 | 98 | D | 6 | WICHITA-HUTCHINSON |
| SALINE | 19,500 | 19,200 | 99 | C | 6 | WICHITA-HUTCHINSON |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### KANSAS (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| SCOTT | 2,100 | 2,100 | 98 | D | 6 | WICHITA-HUTCHINSON |
| SEDGWICK | 145,800 | 144,400 | 99 | B | 6 | WICHITA-HUTCHINSON |
| SEWARD | 6,400 | 6,300 | 98 | D | 6 | WICHITA-HUTCHINSON |
| SHAWNEE | 61,200 | 60,500 | 99 | B | 6 | TOPEKA |
| SHERIDAN | 1,300 | 1,300 | 98 | D | 6 | WICHITA-HUTCHINSON |
| SHERMAN | 2,900 | 2,900 | 98 | D | 6 | WICHITA-HUTCHINSON |
| SMITH | 2,400 | 2,400 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| STAFFORD | 2,400 | 2,400 | 98 | D | 6 | WICHITA-HUTCHINSON |
| STANTON | 800 | 800 | 97 | D | 6 | WICHITA-HUTCHINSON |
| STEVENS | 1,700 | 1,600 | 97 | D | 6 | WICHITA-HUTCHINSON |
| SUMNER | 9,700 | 9,600 | 99 | D | 6 | WICHITA-HUTCHINSON |
| THOMAS | 3,200 | 3,100 | 97 | D | 6 | WICHITA-HUTCHINSON |
| TREGO | 1,600 | 1,600 | 97 | D | 6 | WICHITA-HUTCHINSON |
| WABAUNSEE | 2,600 | 2,500 | 98 | D | 6 | TOPEKA |
| WALLACE | 700 | 700 | 97 | D | 6 | WICHITA-HUTCHINSON |
| WASHINGTON | 3,300 | 3,200 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| WICHITA | 1,100 | 1,100 | 97 | D | 6 | WICHITA-HUTCHINSON |
| WILSON | 4,900 | 4,800 | 97 | D | 6 | JOPLIN-PITTSBURG |
| WOODSON | 1,800 | 1,700 | 97 | D | 6 | JOPLIN-PITTSBURG |
| WYANDOTTE | 63,800 | 63,100 | 99 | B | 6 | KANSAS CITY |
| STATE TOTAL | 916,800 | 904,600 | 99 | | | |

### KENTUCKY

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAIR | 5,800 | 5,700 | 98 | D | 5 | BOWLING GREEN |
| ALLEN | 5,500 | 5,400 | 99 | D | 5 | NASHVILLE |
| ANDERSON | 4,800 | 4,800 | 99 | D | 5 | LEXINGTON |
| BALLARD | 3,500 | 3,500 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| BARREN | 13,100 | 13,000 | 99 | D | 5 | NASHVILLE |
| BATH | 3,800 | 3,700 | 98 | D | 5 | LEXINGTON |
| BELL | 12,000 | 11,800 | 98 | D | 5 | KNOXVILLE |
| BOONE | 16,900 | 16,800 | 99 | A | 5 | CINCINNATI |
| BOURBON | 7,100 | 7,000 | 99 | B | 5 | LEXINGTON |
| BOYD | 21,100 | 21,000 | 99 | B | 5 | CHARLESTON-HUNTINGTON |
| BOYLE | 9,400 | 9,300 | 99 | D | 5 | LEXINGTON |
| BRACKEN | 2,700 | 2,700 | 99 | D | 5 | CINCINNATI |
| BREATHITT | 5,500 | 5,300 | 96 | D | 5 | LEXINGTON |
| BRECKINRIDGE | 6,200 | 6,100 | 99 | D | 5 | LOUISVILLE |
| BULLITT | 14,600 | 14,500 | 99 | B | 5 | LOUISVILLE |
| BUTLER | 4,000 | 3,900 | 98 | D | 5 | BOWLING GREEN |
| CALDWELL | 5,100 | 5,000 | 98 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CALLOWAY | 11,100 | 11,000 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CAMPBELL | 29,000 | 28,900 | 99 | A | 5 | CINCINNATI |
| CARLISLE | 2,100 | 2,100 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CARROLL | 3,400 | 3,400 | 99 | D | 5 | CINCINNATI |
| CARTER | 8,800 | 8,700 | 99 | D | 5 | CHARLESTON-HUNTINGTON |
| CASEY | 5,700 | 5,600 | 98 | D | 5 | LEXINGTON |
| CHRISTIAN | 21,100 | 20,900 | 99 | C | 5 | NASHVILLE |
| CLARK | 10,700 | 10,600 | 99 | B | 5 | LEXINGTON |
| CLAY | 7,400 | 7,200 | 97 | D | 5 | LEXINGTON |
| CLINTON | 3,400 | 3,300 | 98 | D | 5 | NASHVILLE |
| CRITTENDEN | 3,500 | 3,400 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CUMBERLAND | 2,900 | 2,800 | 98 | D | 5 | NASHVILLE |
| DAVIESS | 32,300 | 32,000 | 99 | C | 5 | EVANSVILLE |
| EDMONSON | 3,500 | 3,400 | 98 | D | 5 | BOWLING GREEN |
| ELLIOTT | 2,500 | 2,500 | 99 | D | 5 | CHARLESTON-HUNTINGTON |
| ESTILL | 5,200 | 5,000 | 97 | D | 5 | LEXINGTON |
| FAYETTE | 81,700 | 81,000 | 99 | B | 5 | LEXINGTON |
| FLEMING | 4,600 | 4,500 | 99 | D | 5 | LEXINGTON |
| FLOYD | 17,900 | 17,600 | 98 | C | 5 | CHARLESTON-HUNTINGTON |
| FRANKLIN | 17,100 | 17,000 | 99 | C | 5 | LEXINGTON |
| FULTON | 3,400 | 3,400 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| GALLATIN | 1,900 | 1,900 | 99 | D | 5 | CINCINNATI |
| GARRARD | 4,200 | 4,100 | 98 | D | 5 | LEXINGTON |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**KENTUCKY** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| GRANT | 4,800 | 4,700 | 99 | D | 5 | CINCINNATI |
| GRAVES | 13,600 | 13,500 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| GRAYSON | 7,800 | 7,700 | 98 | D | 5 | LOUISVILLE |
| GREEN | 4,000 | 3,900 | 98 | D | 5 | LOUISVILLE |
| GREENUP | 13,800 | 13,700 | 99 | B | 5 | CHARLESTON-HUNTINGTON |
| HANCOCK | 2,800 | 2,800 | 98 | D | 5 | EVANSVILLE |
| HARDIN | 27,000 | 26,800 | 99 | C | 5 | LOUISVILLE |
| HARLAN | 14,700 | 14,400 | 98 | C | 5 | KNOXVILLE |
| HARRISON | 5,500 | 5,400 | 99 | D | 5 | LEXINGTON |
| HART | 5,700 | 5,600 | 99 | D | 5 | BOWLING GREEN |
| HENDERSON | 15,800 | 15,600 | 99 | B | 5 | EVANSVILLE |
| HENRY | 4,800 | 4,700 | 99 | D | 5 | LOUISVILLE |
| HICKMAN | 2,200 | 2,200 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| HOPKINS | 17,900 | 17,700 | 99 | C | 5 | EVANSVILLE |
| JACKSON | 4,300 | 4,100 | 96 | D | 5 | LEXINGTON |
| JEFFERSON | 259,400 | 258,100 | 99 | B | 5 | LOUISVILLE |
| JESSAMINE | 9,700 | 9,500 | 98 | B | 5 | LEXINGTON |
| JOHNSON | 9,000 | 8,900 | 98 | D | 5 | CHARLESTON-HUNTINGTON |
| KENTON | 50,400 | 50,200 | 99 | A | 5 | CINCINNATI |
| KNOTT | 6,000 | 5,800 | 97 | D | 5 | CHARLESTON-HUNTINGTON |
| KNOX | 10,800 | 10,500 | 98 | D | 5 | KNOXVILLE |
| LARUE | 4,600 | 4,600 | 99 | D | 5 | LOUISVILLE |
| LAUREL | 14,200 | 13,900 | 98 | C | 5 | KNOXVILLE |
| LAWRENCE | 5,100 | 5,000 | 99 | D | 5 | CHARLESTON-HUNTINGTON |
| LEE | 2,900 | 2,800 | 96 | D | 5 | LEXINGTON |
| LESLIE | 5,100 | 4,900 | 96 | D | 5 | KNOXVILLE |
| LETCHER | 11,100 | 10,800 | 98 | D | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| LEWIS | 5,100 | 5,000 | 98 | D | 5 | CHARLESTON-HUNTINGTON |
| LINCOLN | 6,800 | 6,700 | 98 | D | 5 | LEXINGTON |
| LIVINGSTON | 3,700 | 3,700 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| LOGAN | 9,100 | 9,000 | 99 | D | 5 | NASHVILLE |
| LYON | 2,500 | 2,500 | 98 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| MADISON | 18,200 | 17,900 | 98 | C | 5 | LEXINGTON |
| MAGOFFIN | 4,700 | 4,600 | 98 | D | 5 | CHARLESTON-HUNTINGTON |
| MARION | 5,900 | 5,800 | 99 | D | 5 | LOUISVILLE |
| MARSHALL | 10,300 | 10,200 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| MARTIN | 4,600 | 4,500 | 98 | D | 5 | CHARLESTON-HUNTINGTON |
| MASON | 6,600 | 6,500 | 99 | D | 5 | CINCINNATI |
| MC CRACKEN | 24,600 | 24,400 | 99 | C | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| MC CREARY | 5,400 | 5,300 | 97 | D | 5 | KNOXVILLE |
| MC LEAN | 3,800 | 3,800 | 99 | D | 5 | EVANSVILLE |
| MEADE | 7,700 | 7,700 | 99 | D | 5 | LOUISVILLE |
| MENIFEE | 1,700 | 1,700 | 98 | D | 5 | LEXINGTON |
| MERCER | 7,100 | 7,000 | 99 | D | 5 | LEXINGTON |
| METCALFE | 3,500 | 3,400 | 98 | D | 5 | BOWLING GREEN |
| MONROE | 4,700 | 4,600 | 99 | D | 5 | NASHVILLE |
| MONTGOMERY | 7,700 | 7,500 | 98 | D | 5 | LEXINGTON |
| MORGAN | 4,300 | 4,200 | 98 | D | 5 | CHARLESTON-HUNTINGTON |
| MUHLENBERG | 11,800 | 11,700 | 99 | D | 5 | EVANSVILLE |
| NELSON | 9,500 | 9,400 | 99 | D | 5 | LOUISVILLE |
| NICHOLAS | 2,700 | 2,700 | 98 | D | 5 | LEXINGTON |
| OHIO | 7,900 | 7,800 | 99 | D | 5 | EVANSVILLE |
| OLDHAM | 9,400 | 9,300 | 99 | B | 5 | LOUISVILLE |
| OWEN | 3,500 | 3,400 | 99 | D | 5 | CINCINNATI |
| OWSLEY | 1,900 | 1,800 | 96 | D | 5 | LEXINGTON |
| PENDLETON | 4,000 | 4,000 | 99 | D | 5 | CINCINNATI |
| PERRY | 11,700 | 11,400 | 97 | D | 5 | LEXINGTON |
| PIKE | 29,300 | 28,900 | 98 | C | 5 | CHARLESTON-HUNTINGTON |
| POWELL | 3,800 | 3,700 | 97 | D | 5 | LEXINGTON |
| PULASKI | 17,800 | 17,400 | 98 | C | 5 | LEXINGTON |
| ROBERTSON | 800 | 800 | 99 | D | 5 | CINCINNATI |
| ROCKCASTLE | 5,000 | 4,800 | 97 | D | 5 | LEXINGTON |
| ROWAN | 6,500 | 6,400 | 98 | D | 5 | LEXINGTON |
| RUSSELL | 5,500 | 5,400 | 98 | D | 5 | BOWLING GREEN |
| SCOTT | 7,800 | 7,700 | 99 | B | 5 | LEXINGTON |
| SHELBY | 8,400 | 8,300 | 99 | D | 5 | LOUISVILLE |
| SIMPSON | 5,500 | 5,400 | 99 | D | 5 | NASHVILLE |
| SPENCER | 2,100 | 2,100 | 99 | D | 5 | LOUISVILLE |
| TAYLOR | 8,400 | 8,300 | 98 | D | 5 | LOUISVILLE |
| TODD | 4,400 | 4,300 | 99 | D | 5 | NASHVILLE |
| TRIGG | 3,600 | 3,600 | 99 | D | 5 | NASHVILLE |
| TRIMBLE | 2,400 | 2,400 | 99 | D | 5 | LOUISVILLE |
| UNION | 5,700 | 5,600 | 99 | D | 5 | EVANSVILLE |
| WARREN | 27,100 | 26,800 | 99 | C | 5 | BOWLING GREEN |
| WASHINGTON | 3,500 | 3,500 | 99 | D | 5 | LOUISVILLE |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## KENTUCKY (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| WAYNE | 6,400 | 6,200 | 97 | D | 5 | KNOXVILLE |
| WEBSTER | 5,700 | 5,600 | 98 | D | 5 | EVANSVILLE |
| WHITLEY | 12,700 | 12,500 | 98 | D | 5 | KNOXVILLE |
| WOLFE | 2,400 | 2,300 | 97 | D | 5 | LEXINGTON |
| WOODFORD | 6,500 | 6,400 | 99 | B | 5 | LEXINGTON |
| STATE TOTAL | 1,349,200 | 1,333,400 | 99 | | | |

## LOUISIANA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ACADIA | 19,000 | 18,700 | 98 | C | 7 | LAFAYETTE, LA |
| ALLEN | 7,600 | 7,400 | 98 | D | 7 | LAFAYETTE, LA |
| ASCENSION | 17,000 | 16,600 | 98 | B | 7 | BATON ROUGE |
| ASSUMPTION | 6,800 | 6,600 | 98 | D | 7 | BATON ROUGE |
| AVOYELLES | 14,400 | 14,100 | 98 | C | 7 | ALEXANDRIA, LA |
| BEAUREGARD | 10,600 | 10,300 | 97 | D | 7 | LAKE CHARLES |
| BIENVILLE | 6,000 | 5,900 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| BOSSIER | 29,100 | 28,700 | 99 | B | 7 | SHREVEPORT-TEXARKANA |
| CADDO | 96,300 | 95,100 | 99 | B | 7 | SHREVEPORT-TEXARKANA |
| CALCASIEU | 61,100 | 60,400 | 99 | B | 7 | LAKE CHARLES |
| CALDWELL | 4,200 | 4,100 | 97 | D | 7 | MONROE-EL DORADO |
| CAMERON | 3,300 | 3,200 | 98 | D | 7 | LAKE CHARLES |
| CATAHOULA | 4,400 | 4,200 | 96 | D | 7 | MONROE-EL DORADO |
| CLAIBORNE | 6,400 | 6,200 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| CONCORDIA | 8,100 | 7,800 | 97 | D | 7 | MONROE-EL DORADO |
| DE SOTO | 9,500 | 9,200 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| EAST BATON ROUGE | 138,100 | 136,700 | 99 | B | 7 | BATON ROUGE |
| EAST CARROLL | 3,600 | 3,500 | 97 | D | 7 | MONROE-EL DORADO |
| EAST FELICIANA | 5,400 | 5,200 | 97 | D | 7 | BATON ROUGE |
| EVANGELINE | 11,800 | 11,400 | 97 | D | 7 | LAFAYETTE, LA |
| FRANKLIN | 8,400 | 8,200 | 98 | D | 7 | MONROE-EL DORADO |
| GRANT | 6,300 | 6,100 | 98 | D | 7 | ALEXANDRIA, LA |
| IBERIA | 21,100 | 20,800 | 99 | C | 7 | LAFAYETTE, LA |
| IBERVILLE | 10,000 | 9,800 | 98 | D | 7 | BATON ROUGE |
| JACKSON | 6,400 | 6,300 | 98 | D | 7 | MONROE-EL DORADO |
| JEFFERSON | 174,600 | 173,400 | 99 | B | 7 | NEW ORLEANS |
| JEFFERSON DAVIS | 11,000 | 10,800 | 98 | D | 7 | LAFAYETTE, LA |
| LA SALLE | 6,600 | 6,400 | 98 | D | 7 | MONROE-EL DORADO |
| LAFAYETTE | 57,100 | 56,400 | 99 | B | 7 | LAFAYETTE, LA |
| LAFOURCHE | 27,900 | 27,600 | 99 | C | 7 | NEW ORLEANS |
| LINCOLN | 13,400 | 13,200 | 99 | C | 7 | MONROE-EL DORADO |
| LIVINGSTON | 20,900 | 20,500 | 98 | B | 7 | BATON ROUGE |
| MADISON | 5,400 | 5,200 | 97 | D | 7 | MONROE-EL DORADO |
| MOREHOUSE | 12,200 | 12,000 | 98 | D | 7 | MONROE-EL DORADO |
| NATCHITOCHES | 14,400 | 13,900 | 96 | C | 7 | SHREVEPORT-TEXARKANA |
| ORLEANS | 210,600 | 208,100 | 99 | B | 7 | NEW ORLEANS |
| OUACHITA | 51,200 | 50,600 | 99 | B | 7 | MONROE-EL DORADO |
| PLAQUEMINES | 8,100 | 8,000 | 99 | D | 7 | NEW ORLEANS |
| POINTE COUPEE | 8,300 | 8,100 | 98 | D | 7 | BATON ROUGE |
| RAPIDES | 47,900 | 47,300 | 99 | C | 7 | ALEXANDRIA, LA |
| RED RIVER | 3,800 | 3,700 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| RICHLAND | 7,300 | 7,100 | 98 | D | 7 | MONROE-EL DORADO |
| SABINE | 10,000 | 9,600 | 96 | D | 7 | SHREVEPORT-TEXARKANA |
| ST BERNARD | 22,600 | 22,500 | 99 | B | 7 | NEW ORLEANS |
| ST CHARLES | 12,900 | 12,700 | 99 | C | 7 | NEW ORLEANS |
| ST HELENA | 3,100 | 3,000 | 97 | D | 7 | BATON ROUGE |
| ST JAMES | 6,400 | 6,300 | 98 | D | 7 | NEW ORLEANS |
| ST JOHN THE BAPTIST | 10,500 | 10,300 | 98 | D | 7 | NEW ORLEANS |
| ST LANDRY | 28,300 | 27,600 | 97 | C | 7 | LAFAYETTE, LA |
| ST MARTIN | 13,300 | 13,100 | 98 | C | 7 | LAFAYETTE, LA |
| ST MARY | 21,200 | 20,900 | 99 | C | 7 | BATON ROUGE |
| ST TAMMANY | 42,200 | 41,600 | 99 | B | 7 | NEW ORLEANS |
| TANGIPAHOA | 28,200 | 27,600 | 98 | C | 7 | NEW ORLEANS |
| TENSAS | 2,900 | 2,800 | 96 | D | 7 | MONROE-EL DORADO |
| TERREBONNE | 32,800 | 32,300 | 99 | C | 7 | NEW ORLEANS |

## LOUISIANA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| UNION | 7,600 | 7,500 | 98 | B | 7 | MONROE-EL DORADO |
| VERMILION | 17,300 | 17,100 | 99 | C | 7 | LAFAYETTE, LA |
| VERNON | 16,900 | 16,400 | 97 | C | 7 | LAKE CHARLES |
| WASHINGTON | 16,000 | 15,600 | 98 | C | 7 | NEW ORLEANS |
| WEBSTER | 16,300 | 16,000 | 98 | B | 7 | SHREVEPORT-TEXARKANA |
| WEST BATON ROUGE | 6,100 | 6,000 | 98 | B | 7 | BATON ROUGE |
| WEST CARROLL | 4,500 | 4,400 | 98 | D | 7 | MONROE-EL DORADO |
| WEST FELICIANA | 2,600 | 2,500 | 97 | D | 7 | BATON ROUGE |
| WINN | 6,300 | 6,100 | 97 | D | 7 | MONROE-EL DORADO |
| STATE TOTAL | 1,523,600 | 1,500,700 | 98 | | | |

## MAINE

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ANDROSCOGGIN | 37,200 | 36,600 | 98 | B | 1 | PORTLAND-POLAND SPRING |
| AROOSTOOK | 30,300 | 29,500 | 97 | C | 1 | PRESQUE ISLE |
| CUMBERLAND | 83,800 | 82,400 | 98 | B | 1 | PORTLAND-POLAND SPRING |
| FRANKLIN | 10,300 | 9,900 | 96 | D | 1 | PORTLAND-POLAND SPRING |
| HANCOCK | 16,600 | 16,300 | 98 | C | 1 | BANGOR |
| KENNEBEC | 41,700 | 40,800 | 98 | C | 1 | PORTLAND-POLAND SPRING |
| KNOX | 13,200 | 12,800 | 97 | D | 1 | PORTLAND-POLAND SPRING |
| LINCOLN | 10,200 | 10,000 | 98 | D | 1 | PORTLAND-POLAND SPRING |
| OXFORD | 18,600 | 18,300 | 98 | C | 1 | PORTLAND-POLAND SPRING |
| PENOBSCOT | 48,600 | 47,700 | 98 | C | 1 | BANGOR |
| PISCATAQUIS | 6,600 | 6,500 | 98 | D | 1 | BANGOR |
| SAGADAHOC | 10,900 | 10,600 | 98 | D | 1 | PORTLAND-POLAND SPRING |
| SOMERSET | 16,200 | 15,800 | 98 | C | 1 | BANGOR |
| WALDO | 10,700 | 10,400 | 97 | D | 1 | BANGOR |
| WASHINGTON | 13,100 | 12,700 | 97 | D | 1 | BANGOR |
| YORK | 54,500 | 53,700 | 99 | C | 1 | PORTLAND-POLAND SPRING |
| STATE TOTAL | 422,500 | 414,000 | 98 | | | |

## MARYLAND

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALLEGANY | 29,700 | 29,400 | 99 | C | 3 | WASHINGTON, DC |
| ANNE ARUNDEL | 133,400 | 132,700 | 99 | A | 3 | BALTIMORE |
| BALTIMORE | 252,200 | 250,900 | 99 | A | 3 | BALTIMORE |
| BALTIMORE CITY | 275,500 | 274,000 | 99 | A | 3 | BALTIMORE |
| CALVERT | 12,100 | 11,900 | 99 | C | 3 | WASHINGTON, DC |
| CAROLINE | 8,800 | 8,700 | 99 | D | 3 | BALTIMORE |
| CARROLL | 34,200 | 34,000 | 99 | A | 3 | BALTIMORE |
| CECIL | 20,800 | 20,700 | 99 | C | 3 | BALTIMORE |
| CHARLES | 24,400 | 24,100 | 99 | A | 3 | WASHINGTON, DC |
| DORCHESTER | 11,600 | 11,400 | 99 | D | 3 | BALTIMORE |
| FREDERICK | 41,000 | 40,700 | 99 | C | 3 | WASHINGTON, DC |
| GARRETT | 9,600 | 9,400 | 98 | D | 3 | PITTSBURGH |
| HARFORD | 50,900 | 50,600 | 99 | A | 3 | BALTIMORE |
| HOWARD | 48,000 | 47,700 | 99 | A | 3 | BALTIMORE |
| KENT | 6,400 | 6,300 | 99 | D | 3 | BALTIMORE |
| MONTGOMERY | 221,900 | 220,900 | 99 | A | 3 | WASHINGTON, DC |
| PRINCE GEORGES | 232,700 | 231,800 | 99 | A | 3 | WASHINGTON, DC |
| QUEEN ANNES | 9,600 | 9,500 | 99 | D | 3 | BALTIMORE |
| SOMERSET | 6,900 | 6,800 | 98 | D | 3 | SALISBURY |
| ST MARYS | 20,800 | 20,600 | 99 | C | 3 | WASHINGTON, DC |
| TALBOT | 10,500 | 10,400 | 99 | D | 3 | BALTIMORE |
| WASHINGTON | 42,000 | 41,600 | 99 | C | 3 | WASHINGTON, DC |
| WICOMICO | 24,600 | 24,300 | 99 | C | 3 | SALISBURY |
| WORCESTER | 12,800 | 12,500 | 98 | D | 3 | SALISBURY |
| STATE TOTAL | 1,540,400 | 1,530,900 | 99 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## MASSACHUSETTS

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BARNSTABLE | 67,500 | 66,200 | 98 | B | 1 | BOSTON |
| BERKSHIRE | 53,800 | 52,800 | 98 | C | 1 | ALBANY-SCHENECTADY-TROY |
| BRISTOL | 174,700 | 172,600 | 99 | B | 1 | PROVIDENCE-NEW BEDFORD |
| DUKES | 4,200 | 4,000 | 96 | D | 1 | PROVIDENCE-NEW BEDFORD |
| ESSEX | 236,200 | 233,400 | 99 | A | 1 | BOSTON |
| FRANKLIN | 25,700 | 24,900 | 97 | C | 1 | SPRINGFIELD, MA |
| HAMPDEN | 162,100 | 159,500 | 98 | B | 1 | SPRINGFIELD, MA |
| HAMPSHIRE | 47,400 | 46,300 | 98 | B | 1 | SPRINGFIELD, MA |
| MIDDLESEX | 490,000 | 484,000 | 99 | A | 1 | BOSTON |
| NANTUCKET | 2,300 | 2,200 | 97 | D | 1 | BOSTON |
| NORFOLK | 216,800 | 214,600 | 99 | A | 1 | BOSTON |
| PLYMOUTH | 144,000 | 142,100 | 99 | B | 1 | BOSTON |
| SUFFOLK | 250,400 | 244,300 | 98 | A | 1 | BOSTON |
| WORCESTER | 235,300 | 231,900 | 99 | B | 1 | BOSTON |
| STATE TOTAL | 2,110,400 | 2,078,800 | 99 | | | |

## MICHIGAN

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALCONA | 4,000 | 3,900 | 96 | D | 4 | FLINT-SAGINAW-BAY CITY |
| ALGER | 3,300 | 3,200 | 97 | D | 4 | MARQUETTE |
| ALLEGAN | 29,500 | 29,100 | 99 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| ALPENA | 12,000 | 11,500 | 96 | D | 4 | ALPENA |
| ANTRIM | 6,300 | 6,200 | 98 | D | 4 | TRAVERSE CITY-CADILLAC |
| ARENAC | 5,700 | 5,600 | 98 | D | 4 | FLINT-SAGINAW-BAY CITY |
| BARAGA | 3,200 | 3,100 | 98 | D | 4 | MARQUETTE |
| BARRY | 16,800 | 16,600 | 99 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| BAY | 43,100 | 42,600 | 99 | B | 4 | FLINT-SAGINAW-BAY CITY |
| BENZIE | 4,400 | 4,300 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| BERRIEN | 62,900 | 61,800 | 98 | B | 4 | SOUTH BEND-ELKHART |
| BRANCH | 15,100 | 14,900 | 98 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| CALHOUN | 52,900 | 52,300 | 99 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| CASS | 18,400 | 18,100 | 98 | C | 4 | SOUTH BEND-ELKHART |
| CHARLEVOIX | 7,900 | 7,700 | 98 | D | 4 | TRAVERSE CITY-CADILLAC |
| CHEBOYGAN | 8,100 | 7,800 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| CHIPPEWA | 9,800 | 9,500 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| CLARE | 9,800 | 9,600 | 98 | D | 4 | FLINT-SAGINAW-BAY CITY |
| CLINTON | 18,900 | 18,700 | 99 | B | 4 | LANSING |
| CRAWFORD | 3,700 | 3,600 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| DELTA | 14,400 | 14,000 | 98 | C | 4 | GREEN BAY |
| DICKINSON | 10,100 | 9,900 | 99 | D | 4 | GREEN BAY |
| EATON | 33,500 | 33,100 | 99 | B | 4 | LANSING |
| EMMET | 9,000 | 8,700 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| GENESEE | 160,900 | 159,200 | 99 | B | 4 | FLINT-SAGINAW-BAY CITY |
| GLADWIN | 8,000 | 7,800 | 98 | D | 4 | FLINT-SAGINAW-BAY CITY |
| GOGEBIC | 7,600 | 7,400 | 97 | D | 4 | DULUTH-SUPERIOR |
| GRAND TRAVERSE | 21,700 | 21,200 | 98 | C | 4 | TRAVERSE CITY-CADILLAC |
| GRATIOT | 13,700 | 13,500 | 98 | C | 4 | FLINT-SAGINAW-BAY CITY |
| HILLSDALE | 15,000 | 14,700 | 98 | C | 4 | LANSING |
| HOUGHTON | 13,300 | 12,800 | 96 | C | 4 | MARQUETTE |
| HURON | 13,600 | 13,300 | 98 | C | 4 | FLINT-SAGINAW-BAY CITY |
| INGHAM | 97,100 | 95,700 | 99 | B | 4 | LANSING |
| IONIA | 17,100 | 16,900 | 99 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| IOSCO | 11,000 | 10,800 | 99 | D | 4 | FLINT-SAGINAW-BAY CITY |
| IRON | 5,500 | 5,400 | 98 | D | 4 | MARQUETTE |
| ISABELLA | 17,700 | 17,300 | 98 | C | 4 | FLINT-SAGINAW-BAY CITY |
| JACKSON | 53,100 | 52,500 | 99 | B | 4 | LANSING |
| KALAMAZOO | 80,100 | 79,000 | 99 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| KALKASKA | 4,600 | 4,500 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| KENT | 166,000 | 163,300 | 98 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| KEWEENAW | 800 | 800 | 98 | D | 4 | MARQUETTE |
| LAKE | 3,300 | 3,200 | 96 | D | 4 | TRAVERSE CITY-CADILLAC |
| LAPEER | 23,800 | 23,500 | 99 | A | 4 | DETROIT |
| LEELANAU | 5,600 | 5,500 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| LENAWEE | 31,500 | 31,000 | 99 | C | 4 | TOLEDO |
| LIVINGSTON | 36,100 | 35,700 | 99 | A | 4 | DETROIT |
| LUCE | 2,200 | 2,100 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| MACKINAC | 3,700 | 3,600 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| MACOMB | 246,500 | 245,100 | 99 | A | 4 | DETROIT |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## MICHIGAN (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| MANISTEE | 9,300 | 9,100 | 98 | D | 4 | TRAVERSE CITY-CADILLAC |
| MARQUETTE | 26,300 | 25,900 | 99 | C | 4 | MARQUETTE |
| MASON | 10,300 | 9,900 | 96 | D | 4 | TRAVERSE CITY-CADILLAC |
| MECOSTA | 12,000 | 11,700 | 98 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| MENOMINEE | 9,600 | 9,400 | 98 | D | 4 | GREEN BAY |
| MIDLAND | 26,500 | 26,200 | 99 | C | 4 | FLINT-SAGINAW-BAY CITY |
| MISSAUKEE | 3,800 | 3,700 | 97 | D | 4 | TRAVERSE CITY-CADILLAC |
| MONROE | 46,000 | 45,500 | 99 | C | 4 | DETROIT |
| MONTCALM | 17,700 | 17,400 | 98 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| MONTMORENCY | 3,100 | 3,000 | 96 | D | 4 | TRAVERSE CITY-CADILLAC |
| MUSKEGON | 56,600 | 55,800 | 99 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| NEWAYGO | 13,500 | 13,200 | 98 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| OAKLAND | 380,300 | 377,700 | 99 | A | 4 | DETROIT |
| OCEANA | 8,000 | 7,700 | 97 | D | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| OGEMAW | 6,500 | 6,400 | 98 | D | 4 | FLINT-SAGINAW-BAY CITY |
| ONTONAGON | 3,500 | 3,300 | 96 | D | 4 | MARQUETTE |
| OSCEOLA | 7,100 | 6,900 | 98 | D | 4 | TRAVERSE CITY-CADILLAC |
| OSCODA | 2,800 | 2,700 | 95 | D | 4 | TRAVERSE CITY-CADILLAC |
| OTSEGO | 5,700 | 5,600 | 98 | D | 4 | TRAVERSE CITY-CADILLAC |
| OTTAWA | 55,300 | 54,500 | 98 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| PRESQUE ISLE | 5,300 | 5,100 | 95 | D | 4 | TRAVERSE CITY-CADILLAC |
| ROSCOMMON | 7,600 | 7,500 | 99 | D | 4 | TRAVERSE CITY-CADILLAC |
| SAGINAW | 79,900 | 79,000 | 99 | B | 4 | FLINT-SAGINAW-BAY CITY |
| SANILAC | 15,100 | 14,800 | 98 | C | 4 | FLINT-SAGINAW-BAY CITY |
| SCHOOLCRAFT | 3,200 | 3,100 | 96 | D | 4 | GREEN BAY |
| SHIAWASSEE | 24,800 | 24,500 | 99 | B | 4 | FLINT-SAGINAW-BAY CITY |
| ST CLAIR | 50,400 | 49,700 | 99 | A | 4 | DETROIT |
| ST JOSEPH | 21,200 | 20,900 | 99 | C | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| TUSCOLA | 19,700 | 19,400 | 98 | C | 4 | FLINT-SAGINAW-BAY CITY |
| VAN BUREN | 25,100 | 24,800 | 99 | B | 4 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK |
| WASHTENAW | 99,700 | 97,400 | 98 | B | 4 | DETROIT |
| WAYNE | 809,700 | 800,200 | 99 | A | 4 | DETROIT |
| WEXFORD | 9,800 | 9,600 | 98 | C | 4 | TRAVERSE CITY-CADILLAC |
| STATE TOTAL | 3,337,700 | 3,293,200 | 99 | | | |

## MINNESOTA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| AITKIN | 5,300 | 5,200 | 98 | D | 6 | DULUTH-SUPERIOR |
| ANOKA | 67,900 | 67,700 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| BECKER | 11,000 | 10,800 | 98 | D | 6 | FARGO |
| BELTRAMI | 10,900 | 10,400 | 95 | D | 6 | ALEXANDRIA, MN |
| BENTON | 9,100 | 9,000 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| BIG STONE | 2,900 | 2,900 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| BLUE EARTH | 18,900 | 18,600 | 98 | C | 6 | MANKATO |
| BROWN | 10,300 | 10,100 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| CARLTON | 10,700 | 10,600 | 99 | B | 6 | DULUTH-SUPERIOR |
| CARVER | 13,400 | 13,300 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| CASS | 8,000 | 7,600 | 95 | D | 6 | ALEXANDRIA, MN |
| CHIPPEWA | 5,900 | 5,800 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| CHISAGO | 9,300 | 9,200 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| CLAY | 17,300 | 17,200 | 99 | B | 6 | FARGO |
| CLEARWATER | 3,100 | 3,000 | 96 | D | 6 | FARGO |
| COOK | 1,800 | 1,800 | 97 | D | 6 | DULUTH-SUPERIOR |
| COTTONWOOD | 5,500 | 5,300 | 96 | D | 6 | MINNEAPOLIS-ST. PAUL |
| CROW WING | 16,600 | 16,200 | 98 | C | 6 | MINNEAPOLIS-ST. PAUL |
| DAKOTA | 73,200 | 72,700 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| DODGE | 5,300 | 5,200 | 98 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| DOUGLAS | 11,100 | 10,900 | 98 | D | 6 | ALEXANDRIA, MN |
| FARIBAULT | 7,700 | 7,600 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| FILLMORE | 8,100 | 8,000 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| FREEBORN | 13,700 | 13,500 | 99 | D | 6 | ROCHESTER-MASON CITY-AUSTIN |
| GOODHUE | 14,500 | 14,300 | 99 | C | 6 | MINNEAPOLIS-ST. PAUL |
| GRANT | 2,700 | 2,700 | 99 | D | 6 | ALEXANDRIA, MN |
| HENNEPIN | 381,400 | 377,600 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| HOUSTON | 6,800 | 6,700 | 99 | D | 6 | LA CROSSE-EAU CLAIRE |
| HUBBARD | 5,600 | 5,300 | 95 | D | 6 | ALEXANDRIA, MN |
| ISANTI | 8,600 | 8,500 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**MINNESOTA** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ITASCA | 16,600 | 16,300 | 98 | C | 6 | DULUTH-SUPERIOR |
| JACKSON | 5,000 | 4,900 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| KANABEC | 4,800 | 4,700 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| KANDIYOHI | 14,000 | 13,700 | 98 | C | 6 | MINNEAPOLIS-ST. PAUL |
| KITTSON | 2,500 | 2,400 | 96 | D | 6 | FARGO |
| KOOCHICHING | 6,400 | 6,200 | 96 | D | 6 | DULUTH-SUPERIOR |
| LAC QUI PARLE | 3,900 | 3,800 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| LAKE | 4,600 | 4,500 | 99 | D | 6 | DULUTH-SUPERIOR |
| LAKE OF THE WOODS | 1,400 | 1,300 | 92 | D | 6 | FARGO |
| LE SUEUR | 8,600 | 8,500 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| LINCOLN | 3,000 | 2,900 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| LYON | 9,000 | 8,800 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| MAHNOMEN | 1,800 | 1,800 | 98 | D | 6 | FARGO |
| MARSHALL | 4,500 | 4,400 | 98 | D | 6 | FARGO |
| MARTIN | 9,900 | 9,800 | 98 | D | 6 | MANKATO |
| MC LEOD | 11,000 | 10,900 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| MEEKER | 7,700 | 7,600 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| MILLE LACS | 7,000 | 6,900 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| MORRISON | 10,100 | 9,900 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| MOWER | 15,300 | 15,200 | 99 | C | 6 | ROCHESTER-MASON CITY-AUSTIN |
| MURRAY | 4,100 | 4,000 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| NICOLLET | 9,300 | 9,200 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| NOBLES | 8,100 | 8,000 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| NORMAN | 3,400 | 3,300 | 98 | D | 6 | FARGO |
| OLMSTED | 35,200 | 34,800 | 99 | C | 6 | ROCHESTER-MASON CITY-AUSTIN |
| OTTER TAIL | 19,700 | 19,200 | 98 | C | 6 | ALEXANDRIA, MN |
| PENNINGTON | 6,000 | 5,800 | 97 | D | 6 | FARGO |
| PINE | 7,400 | 7,200 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| PIPESTONE | 4,400 | 4,300 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| POLK | 12,900 | 12,700 | 98 | D | 6 | FARGO |
| POPE | 4,500 | 4,400 | 97 | D | 6 | ALEXANDRIA, MN |
| RAMSEY | 176,700 | 175,100 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| RED LAKE | 1,900 | 1,900 | 98 | D | 6 | FARGO |
| REDWOOD | 6,900 | 6,700 | 97 | D | 6 | MINNEAPOLIS-ST. PAUL |
| RENVILLE | 7,600 | 7,400 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| RICE | 15,400 | 15,200 | 99 | C | 6 | MINNEAPOLIS-ST. PAUL |
| ROCK | 3,900 | 3,900 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| ROSEAU | 4,600 | 4,300 | 94 | D | 6 | FARGO |
| SCOTT | 15,200 | 15,100 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| SHERBURNE | 10,200 | 10,100 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| SIBLEY | 5,600 | 5,500 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| ST LOUIS | 85,000 | 84,000 | 99 | B | 6 | DULUTH-SUPERIOR |
| STEARNS | 35,000 | 34,400 | 98 | C | 6 | MINNEAPOLIS-ST. PAUL |
| STEELE | 11,200 | 11,100 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| STEVENS | 3,900 | 3,800 | 98 | D | 6 | ALEXANDRIA, MN |
| SWIFT | 4,700 | 4,600 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| TODD | 9,100 | 8,800 | 97 | D | 6 | ALEXANDRIA, MN |
| TRAVERSE | 1,900 | 1,900 | 98 | D | 6 | ALEXANDRIA, MN |
| WABASHA | 7,300 | 7,200 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| WADENA | 5,100 | 4,900 | 96 | D | 6 | ALEXANDRIA, MN |
| WASECA | 7,000 | 6,900 | 99 | D | 6 | MINNEAPOLIS-ST. PAUL |
| WASHINGTON | 39,800 | 39,500 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| WATONWAN | 4,900 | 4,800 | 98 | D | 6 | MINNEAPOLIS-ST. PAUL |
| WILKIN | 2,900 | 2,900 | 99 | D | 6 | FARGO |
| WINONA | 16,200 | 15,900 | 98 | C | 6 | LA CROSSE-EAU CLAIRE |
| WRIGHT | 20,900 | 20,600 | 99 | A | 6 | MINNEAPOLIS-ST. PAUL |
| YELLOW MEDICINE | 5,000 | 4,800 | 96 | D | 6 | MINNEAPOLIS-ST. PAUL |
| STATE TOTAL | 1,536,600 | 1,516,400 | 99 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## MISSISSIPPI

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 13,100 | 12,900 | 98 | C | 5 | MONROE-EL DORADO |
| ALCORN | 12,800 | 12,600 | 98 | D | 5 | MEMPHIS |
| AMITE | 4,400 | 4,300 | 98 | D | 5 | BATON ROUGE |
| ATTALA | 6,900 | 6,700 | 98 | D | 5 | JACKSON, MS |
| BENTON | 2,600 | 2,500 | 98 | D | 5 | MEMPHIS |
| BOLIVAR | 13,600 | 13,200 | 97 | C | 5 | GREENWOOD-GREENVILLE |
| CALHOUN | 5,700 | 5,600 | 98 | D | 5 | COLUMBUS-TUPELO |
| CARROLL | 3,300 | 3,200 | 97 | D | 5 | GREENWOOD-GREENVILLE |
| CHICKASAW | 5,900 | 5,800 | 98 | D | 5 | COLUMBUS-TUPELO |
| CHOCTAW | 3,000 | 2,900 | 98 | D | 5 | COLUMBUS-TUPELO |
| CLAIBORNE | 3,900 | 3,800 | 97 | D | 5 | JACKSON, MS |
| CLARKE | 6,100 | 6,000 | 98 | D | 5 | MERIDIAN |
| CLAY | 7,300 | 7,200 | 98 | D | 5 | COLUMBUS-TUPELO |
| COAHOMA | 11,700 | 11,400 | 97 | D | 5 | MEMPHIS |
| COPIAH | 8,800 | 8,600 | 98 | D | 5 | JACKSON, MS |
| COVINGTON | 5,500 | 5,400 | 98 | D | 5 | LAUREL-HATTIESBURG |
| DE SOTO | 18,700 | 18,300 | 98 | B | 5 | MEMPHIS |
| FORREST | 24,400 | 24,100 | 99 | C | 5 | LAUREL-HATTIESBURG |
| FRANKLIN | 2,900 | 2,800 | 97 | D | 5 | JACKSON, MS |
| GEORGE | 5,100 | 5,100 | 99 | D | 5 | MOBILE-PENSACOLA |
| GREENE | 3,200 | 3,100 | 98 | D | 5 | MOBILE-PENSACOLA |
| GRENADA | 7,400 | 7,200 | 98 | D | 5 | MEMPHIS |
| HANCOCK | 9,000 | 8,900 | 99 | D | 5 | NEW ORLEANS |
| HARRISON | 56,200 | 55,700 | 99 | B | 5 | BILOXI-GULFPORT-PASCAGOULA |
| HINDS | 92,800 | 92,000 | 99 | B | 5 | JACKSON, MS |
| HOLMES | 7,100 | 6,900 | 97 | D | 5 | JACKSON, MS |
| HUMPHREYS | 4,300 | 4,200 | 98 | D | 5 | JACKSON, MS |
| ISSAQUENA | 800 | 800 | 97 | D | 5 | JACKSON, MS |
| ITAWAMBA | 7,600 | 7,500 | 98 | D | 5 | COLUMBUS-TUPELO |
| JACKSON | 41,500 | 41,100 | 99 | C | 5 | MOBILE-PENSACOLA |
| JASPER | 5,900 | 5,800 | 98 | D | 5 | LAUREL-HATTIESBURG |
| JEFFERSON | 2,800 | 2,700 | 97 | D | 5 | JACKSON, MS |
| JEFFERSON DAVIS | 4,500 | 4,400 | 97 | D | 5 | JACKSON, MS |
| JONES | 22,700 | 22,500 | 99 | C | 5 | LAUREL-HATTIESBURG |
| KEMPER | 3,300 | 3,200 | 97 | D | 5 | MERIDIAN |
| LAFAYETTE | 10,600 | 10,400 | 98 | D | 5 | MEMPHIS |
| LAMAR | 8,800 | 8,700 | 98 | D | 5 | LAUREL-HATTIESBURG |
| LAUDERDALE | 28,500 | 28,200 | 99 | C | 5 | MERIDIAN |
| LAWRENCE | 4,300 | 4,200 | 98 | D | 5 | JACKSON, MS |
| LEAKE | 6,700 | 6,600 | 98 | D | 5 | JACKSON, MS |
| LEE | 21,400 | 21,100 | 99 | C | 5 | COLUMBUS-TUPELO |
| LEFLORE | 13,500 | 13,200 | 98 | C | 5 | GREENWOOD-GREENVILLE |
| LINCOLN | 10,700 | 10,500 | 98 | D | 5 | JACKSON, MS |
| LOWNDES | 20,000 | 19,800 | 99 | C | 5 | COLUMBUS-TUPELO |
| MADISON | 14,400 | 14,100 | 98 | C | 5 | JACKSON, MS |
| MARION | 9,100 | 8,900 | 98 | D | 5 | LAUREL-HATTIESBURG |
| MARSHALL | 9,300 | 9,100 | 98 | D | 5 | MEMPHIS |
| MONROE | 12,600 | 12,400 | 99 | C | 5 | COLUMBUS-TUPELO |
| MONTGOMERY | 4,600 | 4,500 | 97 | D | 5 | COLUMBUS-TUPELO |
| NESHOBA | 8,600 | 8,500 | 98 | D | 5 | MERIDIAN |
| NEWTON | 7,000 | 6,900 | 98 | D | 5 | MERIDIAN |
| NOXUBEE | 4,000 | 3,900 | 97 | D | 5 | COLUMBUS-TUPELO |
| OKTIBBEHA | 12,100 | 11,800 | 98 | C | 5 | COLUMBUS-TUPELO |
| PANOLA | 9,200 | 9,000 | 98 | D | 5 | MEMPHIS |
| PEARL RIVER | 11,800 | 11,600 | 99 | D | 5 | NEW ORLEANS |
| PERRY | 3,400 | 3,300 | 98 | D | 5 | LAUREL-HATTIESBURG |
| PIKE | 12,900 | 12,700 | 98 | C | 5 | JACKSON, MS |
| PONTOTOC | 7,700 | 7,600 | 98 | D | 5 | MEMPHIS |
| PRENTISS | 8,600 | 8,500 | 98 | D | 5 | COLUMBUS-TUPELO |
| QUITMAN | 3,800 | 3,700 | 98 | D | 5 | MEMPHIS |
| RANKIN | 25,100 | 24,800 | 99 | B | 5 | JACKSON, MS |
| SCOTT | 8,600 | 8,500 | 98 | D | 5 | JACKSON, MS |
| SHARKEY | 2,300 | 2,200 | 97 | D | 5 | JACKSON, MS |
| SIMPSON | 8,100 | 8,000 | 99 | D | 5 | JACKSON, MS |
| SMITH | 5,300 | 5,200 | 98 | D | 5 | JACKSON, MS |
| STONE | 3,300 | 3,200 | 98 | D | 5 | BILOXI-GULFPORT-PASCAGOULA |
| SUNFLOWER | 9,700 | 9,400 | 97 | D | 5 | GREENWOOD-GREENVILLE |
| TALLAHATCHIE | 5,300 | 5,100 | 97 | D | 5 | GREENWOOD-GREENVILLE |
| TATE | 6,300 | 6,200 | 98 | D | 5 | MEMPHIS |
| TIPPAH | 6,700 | 6,600 | 99 | D | 5 | MEMPHIS |
| TISHOMINGO | 7,300 | 7,100 | 98 | D | 5 | COLUMBUS-TUPELO |
| TUNICA | 2,800 | 2,700 | 98 | D | 5 | MEMPHIS |
| UNION | 8,300 | 8,200 | 99 | D | 5 | MEMPHIS |
| WALTHALL | 4,700 | 4,600 | 98 | D | 5 | JACKSON, MS |
| WARREN | 18,500 | 18,200 | 98 | C | 5 | JACKSON, MS |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## MISSISSIPPI (Cont)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| WASHINGTON | 23,800 | 23,300 | 98 | C | 5 | GREENWOOD-GREENVILLE |
| WAYNE | 6,500 | 6,400 | 98 | D | 5 | LAUREL-HATTIESBURG |
| WEBSTER | 3,600 | 3,500 | 98 | D | 5 | COLUMBUS-TUPELO |
| WILKINSON | 3,200 | 3,100 | 97 | D | 5 | BATON ROUGE |
| WINSTON | 6,700 | 6,600 | 98 | D | 5 | COLUMBUS-TUPELO |
| YALOBUSHA | 4,900 | 4,800 | 98 | D | 5 | MEMPHIS |
| YAZOO | 9,100 | 8,900 | 98 | D | 5 | JACKSON, MS |
| STATE TOTAL | 878,500 | 864,200 | 98 | | | |

## MISSOURI

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAIR | 9,500 | 9,400 | 98 | D | 6 | OTTUMWA-KIRKSVILLE |
| ANDREW | 5,200 | 5,100 | 99 | D | 6 | KANSAS CITY |
| ATCHISON | 3,300 | 3,300 | 99 | D | 6 | OMAHA |
| AUDRAIN | 10,100 | 10,000 | 99 | D | 6 | COLUMBIA-JEFFERSON CITY |
| BARRY | 9,900 | 9,700 | 98 | D | 6 | SPRINGFIELD, MO |
| BARTON | 4,700 | 4,600 | 98 | D | 6 | JOPLIN-PITTSBURG |
| BATES | 6,100 | 6,000 | 98 | D | 6 | KANSAS CITY |
| BENTON | 5,100 | 4,900 | 97 | D | 6 | SPRINGFIELD, MO |
| BOLLINGER | 4,000 | 3,900 | 97 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| BOONE | 39,100 | 38,400 | 98 | B | 6 | COLUMBIA-JEFFERSON CITY |
| BUCHANAN | 33,800 | 33,300 | 99 | C | 6 | ST. JOSEPH |
| BUTLER | 15,000 | 14,600 | 97 | C | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CALDWELL | 3,300 | 3,300 | 99 | D | 6 | KANSAS CITY |
| CALLAWAY | 11,600 | 11,400 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| CAMDEN | 8,800 | 8,600 | 97 | D | 6 | SPRINGFIELD, MO |
| CAPE GIRARDEAU | 22,700 | 22,300 | 98 | C | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CARROLL | 4,800 | 4,700 | 98 | D | 6 | KANSAS CITY |
| CARTER | 2,100 | 2,000 | 94 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| CASS | 19,100 | 18,900 | 99 | B | 6 | KANSAS CITY |
| CEDAR | 5,100 | 5,000 | 97 | D | 6 | SPRINGFIELD, MO |
| CHARITON | 4,100 | 4,000 | 97 | D | 6 | COLUMBIA-JEFFERSON CITY |
| CHRISTIAN | 8,800 | 8,600 | 98 | B | 6 | SPRINGFIELD, MO |
| CLARK | 3,200 | 3,100 | 98 | D | 6 | QUINCY-HANNIBAL |
| CLAY | 53,400 | 53,000 | 99 | B | 6 | KANSAS CITY |
| CLINTON | 6,100 | 6,000 | 98 | D | 6 | KANSAS CITY |
| COLE | 21,500 | 21,300 | 99 | B | 6 | COLUMBIA-JEFFERSON CITY |
| COOPER | 5,700 | 5,600 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| CRAWFORD | 7,100 | 6,800 | 96 | D | 6 | ST. LOUIS |
| DADE | 3,200 | 3,100 | 98 | D | 6 | SPRINGFIELD, MO |
| DALLAS | 4,600 | 4,500 | 98 | D | 6 | SPRINGFIELD, MO |
| DAVIESS | 3,600 | 3,500 | 98 | D | 6 | KANSAS CITY |
| DE KALB | 3,100 | 3,000 | 98 | D | 6 | KANSAS CITY |
| DENT | 5,700 | 5,400 | 95 | D | 6 | ST. LOUIS |
| DOUGLAS | 4,700 | 4,600 | 97 | D | 6 | SPRINGFIELD, MO |
| DUNKLIN | 13,900 | 13,500 | 97 | C | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| FRANKLIN | 26,200 | 25,900 | 99 | A | 6 | ST. LOUIS |
| GASCONADE | 5,300 | 5,200 | 97 | D | 6 | ST. LOUIS |
| GENTRY | 3,100 | 3,000 | 98 | D | 6 | KANSAS CITY |
| GREENE | 74,600 | 73,700 | 99 | B | 6 | SPRINGFIELD, MO |
| GRUNDY | 4,900 | 4,800 | 98 | D | 6 | KANSAS CITY |
| HARRISON | 4,300 | 4,200 | 98 | D | 6 | ST. JOSEPH |
| HENRY | 8,000 | 7,800 | 98 | D | 6 | KANSAS CITY |
| HICKORY | 2,900 | 2,800 | 97 | D | 6 | SPRINGFIELD, MO |
| HOLT | 2,800 | 2,700 | 97 | D | 6 | ST. JOSEPH |
| HOWARD | 3,700 | 3,600 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| HOWELL | 11,600 | 11,100 | 95 | D | 6 | SPRINGFIELD, MO |
| IRON | 4,100 | 4,000 | 97 | D | 6 | ST. LOUIS |
| JACKSON | 245,900 | 242,700 | 99 | B | 6 | KANSAS CITY |
| JASPER | 35,200 | 34,700 | 98 | B | 6 | JOPLIN-PITTSBURG |
| JEFFERSON | 52,900 | 52,400 | 99 | A | 6 | ST. LOUIS |
| JOHNSON | 13,400 | 13,200 | 99 | C | 6 | KANSAS CITY |
| KNOX | 2,100 | 2,100 | 98 | D | 6 | QUINCY-HANNIBAL |
| LACLEDE | 9,600 | 9,400 | 98 | D | 6 | SPRINGFIELD, MO |
| LAFAYETTE | 11,500 | 11,300 | 99 | D | 6 | KANSAS CITY |
| LAWRENCE | 11,300 | 11,100 | 98 | D | 6 | SPRINGFIELD, MO |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**MISSOURI** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| LEWIS | 4,000 | 3,900 | 98 | D | 6 | QUINCY-HANNIBAL |
| LINCOLN | 8,200 | 8,100 | 98 | D | 6 | ST. LOUIS |
| LINN | 6,600 | 6,500 | 98 | D | 6 | KANSAS CITY |
| LIVINGSTON | 6,300 | 6,200 | 98 | D | 6 | KANSAS CITY |
| MACON | 6,400 | 6,300 | 98 | D | 6 | OTTUMWA-KIRKSVILLE |
| MADISON | 4,400 | 4,300 | 97 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| MARIES | 3,000 | 2,900 | 97 | D | 6 | COLUMBIA-JEFFERSON CITY |
| MARION | 11,000 | 10,900 | 99 | C | 6 | QUINCY-HANNIBAL |
| MC DONALD | 5,900 | 5,800 | 98 | D | 6 | JOPLIN-PITTSBURG |
| MERCER | 1,900 | 1,800 | 97 | D | 6 | DES MOINES |
| MILLER | 7,400 | 7,300 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| MISSISSIPPI | 5,500 | 5,400 | 98 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| MONITEAU | 4,500 | 4,400 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| MONROE | 3,600 | 3,600 | 99 | D | 6 | QUINCY-HANNIBAL |
| MONTGOMERY | 4,300 | 4,200 | 98 | D | 6 | ST. LOUIS |
| MORGAN | 5,700 | 5,600 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| NEW MADRID | 8,200 | 8,000 | 97 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| NEWTON | 16,000 | 15,800 | 99 | B | 6 | JOPLIN-PITTSBURG |
| NODAWAY | 8,200 | 8,100 | 98 | D | 6 | ST. JOSEPH |
| OREGON | 3,900 | 3,700 | 94 | D | 6 | SPRINGFIELD, MO |
| OSAGE | 4,100 | 4,000 | 97 | D | 6 | COLUMBIA-JEFFERSON CITY |
| OZARK | 3,300 | 3,200 | 97 | D | 6 | SPRINGFIELD, MO |
| PEMISCOT | 8,900 | 8,600 | 97 | D | 6 | MEMPHIS |
| PERRY | 6,100 | 6,000 | 98 | D | 6 | ST. LOUIS |
| PETTIS | 14,200 | 13,900 | 98 | C | 6 | COLUMBIA-JEFFERSON CITY |
| PHELPS | 12,100 | 11,700 | 97 | D | 6 | SPRINGFIELD, MO |
| PIKE | 6,400 | 6,300 | 98 | D | 6 | ST. LOUIS |
| PLATTE | 18,400 | 18,200 | 99 | B | 6 | KANSAS CITY |
| POLK | 7,100 | 6,900 | 98 | D | 6 | SPRINGFIELD, MO |
| PULASKI | 10,800 | 10,600 | 98 | C | 6 | SPRINGFIELD, MO |
| PUTNAM | 2,400 | 2,400 | 99 | D | 6 | OTTUMWA-KIRKSVILLE |
| RALLS | 3,400 | 3,400 | 99 | D | 6 | QUINCY-HANNIBAL |
| RANDOLPH | 9,800 | 9,600 | 98 | D | 6 | COLUMBIA-JEFFERSON CITY |
| RAY | 8,100 | 8,000 | 99 | B | 6 | KANSAS CITY |
| REYNOLDS | 2,900 | 2,800 | 95 | D | 6 | ST. LOUIS |
| RIPLEY | 4,900 | 4,600 | 94 | D | 6 | JONESBORO |
| SALINE | 9,700 | 9,500 | 98 | D | 6 | KANSAS CITY |
| SCHUYLER | 2,000 | 1,900 | 97 | D | 6 | OTTUMWA-KIRKSVILLE |
| SCOTLAND | 2,100 | 2,100 | 98 | D | 6 | QUINCY-HANNIBAL |
| SCOTT | 15,100 | 14,900 | 98 | C | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| SHANNON | 3,100 | 2,900 | 94 | D | 6 | SPRINGFIELD, MO |
| SHELBY | 3,100 | 3,000 | 98 | D | 6 | QUINCY-HANNIBAL |
| ST CHARLES | 53,800 | 53,300 | 99 | A | 6 | ST. LOUIS |
| ST CLAIR | 3,400 | 3,300 | 97 | D | 6 | KANSAS CITY |
| ST FRANCOIS | 16,300 | 16,000 | 98 | C | 6 | ST. LOUIS |
| ST LOUIS | 362,000 | 357,800 | 99 | A | 6 | ST. LOUIS |
| ST LOUIS CITY | 170,400 | 168,400 | 99 | A | 6 | ST. LOUIS |
| STE GENEVIEVE | 5,500 | 5,400 | 98 | D | 6 | ST. LOUIS |
| STODDARD | 11,300 | 11,100 | 98 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| STONE | 6,900 | 6,700 | 97 | D | 6 | SPRINGFIELD, MO |
| SULLIVAN | 3,000 | 2,900 | 98 | D | 6 | OTTUMWA-KIRKSVILLE |
| TANEY | 8,900 | 8,700 | 98 | D | 6 | SPRINGFIELD, MO |
| TEXAS | 8,400 | 8,100 | 96 | D | 6 | SPRINGFIELD, MO |
| VERNON | 7,800 | 7,600 | 98 | D | 6 | JOPLIN-PITTSBURG |
| WARREN | 5,800 | 5,700 | 98 | D | 6 | ST. LOUIS |
| WASHINGTON | 6,500 | 6,400 | 98 | D | 6 | ST. LOUIS |
| WAYNE | 4,800 | 4,600 | 97 | D | 6 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| WEBSTER | 7,500 | 7,300 | 97 | D | 6 | SPRINGFIELD, MO |
| WORTH | 1,200 | 1,200 | 99 | D | 6 | ST. JOSEPH |
| WRIGHT | 6,300 | 6,100 | 97 | D | 6 | SPRINGFIELD, MO |
| STATE TOTAL | 1,878,200 | 1,849,000 | 98 | | | |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### MONTANA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BEAVERHEAD | 3,000 | 2,800 | 94 | D | 8 | MISSOULA-BUTTE |
| BIG HORN | 3,400 | 3,200 | 95 | D | 8 | BILLINGS-HARDIN |
| BLAINE | 2,500 | 2,300 | 93 | D | 8 | GREAT FALLS |
| BROADWATER | 1,400 | 1,300 | 95 | D | 8 | HELENA |
| CARBON | 3,400 | 3,300 | 97 | D | 8 | BILLINGS-HARDIN |
| CARTER | 600 | 600 | 93 | D | 8 | RAPID CITY |
| CASCADE | 30,300 | 29,700 | 98 | C | 8 | GREAT FALLS |
| CHOUTEAU | 2,200 | 2,100 | 97 | D | 8 | GREAT FALLS |
| CUSTER | 5,200 | 4,900 | 94 | D | 8 | SALT LAKE CITY |
| DANIELS | 1,000 | 1,000 | 96 | D | 8 | MINOT-BISMARCK-DICKINSON |
| DAWSON | 4,500 | 4,300 | 96 | D | 8 | GLENDIVE |
| DEER LODGE | 4,200 | 4,100 | 98 | D | 8 | MISSOULA-BUTTE |
| FALLON | 1,300 | 1,200 | 95 | D | 8 | GLENDIVE |
| FERGUS | 5,000 | 4,700 | 95 | D | 8 | GREAT FALLS |
| FLATHEAD | 21,000 | 20,300 | 97 | C | 8 | MISSOULA-BUTTE |
| GALLATIN | 16,400 | 15,800 | 96 | C | 8 | MISSOULA-BUTTE |
| GARFIELD | 600 | 500 | 88 | D | 8 | BILLINGS-HARDIN |
| GLACIER | 3,500 | 3,300 | 95 | D | 8 | GREAT FALLS |
| GOLDEN VALLEY | 400 | 400 | 94 | D | 8 | BILLINGS-HARDIN |
| GRANITE | 1,000 | 1,000 | 97 | D | 8 | MISSOULA-BUTTE |
| HILL | 6,600 | 6,400 | 97 | D | 8 | GREAT FALLS |
| JEFFERSON | 2,600 | 2,500 | 96 | D | 8 | MISSOULA-BUTTE |
| JUDITH BASIN | 1,000 | 900 | 95 | D | 8 | GREAT FALLS |
| LAKE | 7,200 | 7,000 | 97 | D | 8 | MISSOULA-BUTTE |
| LEWIS + CLARK | 18,000 | 17,400 | 97 | C | 8 | HELENA |
| LIBERTY | 900 | 900 | 97 | D | 8 | GREAT FALLS |
| LINCOLN | 6,100 | 5,800 | 96 | D | 8 | SPOKANE |
| MADISON | 2,100 | 2,100 | 98 | D | 8 | MISSOULA-BUTTE |
| MC CONE | 900 | 900 | 95 | D | 8 | MINOT-BISMARCK-DICKINSON |
| MEAGHER | 800 | 800 | 94 | D | 8 | GREAT FALLS |
| MINERAL | 1,600 | 1,600 | 97 | D | 8 | MISSOULA-BUTTE |
| MISSOULA | 31,500 | 30,400 | 97 | C | 8 | MISSOULA-BUTTE |
| MUSSELSHELL | 1,900 | 1,800 | 95 | D | 8 | BILLINGS-HARDIN |
| PARK | 5,400 | 5,200 | 96 | D | 8 | BILLINGS-HARDIN |
| PETROLEUM | 200 | 200 | 93 | D | 8 | BILLINGS-HARDIN |
| PHILLIPS | 1,900 | 1,800 | 93 | D | 8 | GREAT FALLS |
| PONDERA | 2,400 | 2,300 | 97 | D | 8 | GREAT FALLS |
| POWDER RIVER | 900 | 800 | 91 | D | 8 | RAPID CITY |
| POWELL | 2,300 | 2,200 | 96 | D | 8 | MISSOULA-BUTTE |
| PRAIRIE | 700 | 600 | 91 | D | 8 | GLENDIVE |
| RAVALLI | 9,100 | 8,800 | 97 | D | 8 | MISSOULA-BUTTE |
| RICHLAND | 4,800 | 4,600 | 97 | D | 8 | MINOT-BISMARCK-DICKINSON |
| ROOSEVELT | 3,400 | 3,300 | 97 | D | 8 | MINOT-BISMARCK-DICKINSON |
| ROSEBUD | 3,600 | 3,400 | 94 | D | 8 | BILLINGS-HARDIN |
| SANDERS | 3,600 | 3,400 | 93 | D | 8 | MISSOULA-BUTTE |
| SHERIDAN | 2,000 | 1,900 | 97 | D | 8 | MINOT-BISMARCK-DICKINSON |
| SILVER BOW | 14,400 | 14,100 | 98 | C | 8 | MISSOULA-BUTTE |
| STILLWATER | 2,100 | 2,100 | 98 | D | 8 | BILLINGS-HARDIN |
| SWEET GRASS | 1,300 | 1,200 | 93 | D | 8 | BILLINGS-HARDIN |
| TETON | 2,600 | 2,500 | 97 | D | 8 | GREAT FALLS |
| TOOLE | 2,100 | 2,000 | 97 | D | 8 | GREAT FALLS |
| TREASURE | 400 | 400 | 94 | D | 8 | BILLINGS-HARDIN |
| VALLEY | 3,700 | 3,500 | 95 | D | 8 | GREAT FALLS |
| WHEATLAND | 900 | 900 | 95 | D | 8 | BILLINGS-HARDIN |
| WIBAUX | 500 | 500 | 96 | D | 8 | MINOT-BISMARCK-DICKINSON |
| YELLOWSTONE | 44,100 | 43,400 | 98 | C | 8 | BILLINGS-HARDIN |
| STATE TOTAL | 304,500 | 294,400 | 97 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## NEBRASKA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 12,300 | 12,200 | 99 | B | 6 | LINCOLN-HASTINGS-KEARNEY |
| ANTELOPE | 3,200 | 3,100 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| ARTHUR | 200 | 200 | 98 | D | 6 | NORTH PLATTE |
| BANNER | 300 | 300 | 98 | D | 6 | CHEYENNE |
| BLAINE | 300 | 300 | 95 | D | 6 | NORTH PLATTE |
| BOONE | 2,700 | 2,700 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| BOX BUTTE | 5,600 | 5,500 | 98 | D | 6 | RAPID CITY |
| BOYD | 1,300 | 1,300 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| BROWN | 1,700 | 1,600 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| BUFFALO | 13,100 | 12,900 | 99 | B | 6 | LINCOLN-HASTINGS-KEARNEY |
| BURT | 3,400 | 3,400 | 99 | D | 6 | OMAHA |
| BUTLER | 3,400 | 3,300 | 98 | D | 6 | OMAHA |
| CASS | 7,700 | 7,600 | 99 | D | 6 | OMAHA |
| CEDAR | 3,800 | 3,800 | 99 | D | 6 | SIOUX CITY |
| CHASE | 1,900 | 1,900 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| CHERRY | 2,500 | 2,400 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| CHEYENNE | 4,000 | 3,900 | 98 | D | 6 | DENVER |
| CLAY | 3,000 | 3,000 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| COLFAX | 3,900 | 3,800 | 98 | D | 6 | OMAHA |
| CUMING | 4,100 | 4,000 | 98 | D | 6 | OMAHA |
| CUSTER | 5,300 | 5,200 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| DAKOTA | 6,300 | 6,300 | 99 | C | 6 | SIOUX CITY |
| DAWES | 3,600 | 3,500 | 97 | D | 6 | DENVER |
| DAWSON | 8,700 | 8,600 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| DEUEL | 1,000 | 1,000 | 99 | D | 6 | CHEYENNE |
| DIXON | 2,600 | 2,600 | 99 | D | 6 | SIOUX CITY |
| DODGE | 13,900 | 13,800 | 99 | D | 6 | OMAHA |
| DOUGLAS | 153,100 | 151,600 | 99 | B | 6 | OMAHA |
| DUNDY | 1,200 | 1,200 | 98 | D | 6 | WICHITA-HUTCHINSON |
| FILLMORE | 3,000 | 3,000 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| FRANKLIN | 1,700 | 1,700 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| FRONTIER | 1,400 | 1,400 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| FURNAS | 2,600 | 2,500 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| GAGE | 9,300 | 9,200 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| GARDEN | 1,100 | 1,100 | 96 | D | 6 | RAPID CITY |
| GARFIELD | 900 | 900 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| GOSPER | 800 | 800 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| GRANT | 300 | 300 | 95 | D | 6 | RAPID CITY |
| GREELEY | 1,200 | 1,200 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| HALL | 18,600 | 18,400 | 99 | B | 6 | LINCOLN-HASTINGS-KEARNEY |
| HAMILTON | 3,500 | 3,500 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| HARLAN | 1,700 | 1,700 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| HAYES | 500 | 500 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| HITCHCOCK | 1,500 | 1,500 | 99 | D | 6 | WICHITA-HUTCHINSON |
| HOLT | 5,100 | 4,900 | 96 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| HOOKER | 400 | 400 | 99 | D | 6 | NORTH PLATTE |
| HOWARD | 2,400 | 2,400 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| JEFFERSON | 3,800 | 3,700 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| JOHNSON | 2,100 | 2,100 | 98 | D | 6 | OMAHA |
| KEARNEY | 2,600 | 2,600 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| KEITH | 3,800 | 3,800 | 99 | D | 6 | DENVER |
| KEYA PAHA | 500 | 500 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| KIMBALL | 1,800 | 1,800 | 99 | D | 6 | DENVER |
| KNOX | 4,200 | 4,100 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| LANCASTER | 77,400 | 76,600 | 99 | B | 6 | LINCOLN-HASTINGS-KEARNEY |
| LINCOLN | 14,400 | 14,200 | 99 | C | 6 | NORTH PLATTE |
| LOGAN | 400 | 400 | 97 | D | 6 | NORTH PLATTE |
| LOUP | 300 | 300 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| MADISON | 12,400 | 12,100 | 98 | D | 6 | SIOUX CITY |
| MC PHERSON | 200 | 200 | 96 | D | 6 | NORTH PLATTE |
| MERRICK | 3,200 | 3,100 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| MORRILL | 2,300 | 2,200 | 97 | D | 6 | CHEYENNE |
| NANCE | 1,700 | 1,700 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| NEMAHA | 3,200 | 3,100 | 98 | D | 6 | OMAHA |
| NUCKOLLS | 2,600 | 2,500 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| OTOE | 5,800 | 5,700 | 99 | D | 6 | OMAHA |
| PAWNEE | 1,600 | 1,600 | 97 | D | 6 | OMAHA |
| PERKINS | 1,400 | 1,400 | 99 | D | 6 | NORTH PLATTE |
| PHELPS | 3,700 | 3,700 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| PIERCE | 3,100 | 3,100 | 99 | D | 6 | SIOUX CITY |
| PLATTE | 10,700 | 10,600 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| POLK | 2,300 | 2,300 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| RED WILLOW | 5,100 | 5,000 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| RICHARDSON | 4,500 | 4,400 | 98 | D | 6 | OMAHA |
| ROCK | 900 | 900 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |

## NEBRASKA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| SALINE | 5,200 | 5,100 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| SARPY | 29,800 | 29,700 | 99 | B | 6 | OMAHA |
| SAUNDERS | 6,900 | 6,800 | 99 | D | 6 | OMAHA |
| SCOTTS BLUFF | 14,500 | 14,200 | 98 | C | 6 | CHEYENNE |
| SEWARD | 5,800 | 5,700 | 98 | D | 6 | OMAHA |
| SHERIDAN | 3,000 | 2,900 | 98 | D | 6 | RAPID CITY |
| SHERMAN | 1,500 | 1,500 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| SIOUX | 700 | 700 | 97 | D | 6 | RAPID CITY |
| STANTON | 2,400 | 2,300 | 98 | D | 6 | SIOUX CITY |
| THAYER | 2,900 | 2,900 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| THOMAS | 400 | 400 | 95 | D | 6 | NORTH PLATTE |
| THURSTON | 2,400 | 2,400 | 98 | D | 6 | SIOUX CITY |
| VALLEY | 2,200 | 2,100 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| WASHINGTON | 5,800 | 5,800 | 99 | D | 6 | OMAHA |
| WAYNE | 3,400 | 3,400 | 99 | D | 6 | SIOUX CITY |
| WEBSTER | 1,900 | 1,900 | 99 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| WHEELER | 400 | 400 | 97 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| YORK | 5,700 | 5,600 | 98 | D | 6 | LINCOLN-HASTINGS-KEARNEY |
| STATE TOTAL | 601,000 | 593,900 | 99 | | | |

## NEVADA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| CARSON CITY | 14,500 | 14,200 | 98 | C | 8 | RENO |
| CHURCHILL | 5,600 | 5,500 | 98 | D | 8 | RENO |
| CLARK | 200,400 | 196,800 | 98 | B | 8 | LAS VEGAS |
| DOUGLAS | 9,100 | 8,700 | 96 | D | 8 | RENO |
| ELKO | 6,900 | 6,400 | 93 | D | 8 | SALT LAKE CITY |
| ESMERALDA | 300 | 300 | 87 | D | 8 | RENO |
| EUREKA | 500 | 400 | 90 | D | 8 | SALT LAKE CITY |
| HUMBOLDT | 3,800 | 3,700 | 96 | D | 8 | RENO |
| LANDER | 1,700 | 1,600 | 92 | D | 8 | RENO |
| LINCOLN | 1,400 | 1,300 | 95 | D | 8 | LAS VEGAS |
| LYON | 5,700 | 5,400 | 96 | D | 8 | RENO |
| MINERAL | 2,300 | 2,200 | 97 | D | 8 | RENO |
| NYE NORTH | 1,800 | 1,700 | 92 | D | 8 | RENO |
| NYE SOUTH | 2,200 | 2,000 | 92 | D | 8 | LAS VEGAS |
| PERSHING | 1,300 | 1,300 | 96 | D | 8 | RENO |
| STOREY | 600 | 600 | 94 | D | 8 | RENO |
| WASHOE | 88,500 | 86,300 | 98 | B | 8 | RENO |
| WHITE PINE | 2,800 | 2,700 | 97 | D | 8 | SALT LAKE CITY |
| STATE TOTAL | 349,400 | 341,100 | 98 | | | |

## NEW HAMPSHIRE

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BELKNAP | 17,300 | 17,100 | 99 | C | 1 | BOSTON |
| CARROLL | 12,500 | 12,300 | 98 | D | 1 | PORTLAND-POLAND SPRING |
| CHESHIRE | 23,500 | 22,800 | 97 | C | 1 | BOSTON |
| COOS | 13,500 | 13,300 | 98 | D | 1 | PORTLAND-POLAND SPRING |
| GRAFTON | 25,200 | 24,400 | 97 | C | 1 | BURLINGTON-PLATTSBURGH |
| HILLSBOROUGH | 104,400 | 103,000 | 99 | B | 1 | BOSTON |
| MERRIMACK | 37,600 | 36,800 | 98 | C | 1 | BOSTON |
| ROCKINGHAM | 73,900 | 72,900 | 99 | B | 1 | BOSTON |
| STRAFFORD | 31,900 | 31,300 | 98 | C | 1 | BOSTON |
| SULLIVAN | 14,400 | 13,900 | 97 | C | 1 | BOSTON |
| STATE TOTAL | 354,200 | 347,800 | 98 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## NEW JERSEY

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ATLANTIC | 74,400 | 72,900 | 98 | B | 2 | PHILADELPHIA |
| BERGEN | 304,900 | 302,700 | 99 | A | 2 | NEW YORK |
| BURLINGTON | 123,900 | 122,700 | 99 | A | 2 | PHILADELPHIA |
| CAMDEN | 168,700 | 167,100 | 99 | A | 2 | PHILADELPHIA |
| CAPE MAY | 35,700 | 35,100 | 98 | C | 2 | PHILADELPHIA |
| CUMBERLAND | 46,000 | 45,400 | 99 | C | 2 | PHILADELPHIA |
| ESSEX | 296,900 | 292,500 | 99 | A | 2 | NEW YORK |
| GLOUCESTER | 69,900 | 69,300 | 99 | A | 2 | PHILADELPHIA |
| HUDSON | 207,100 | 204,300 | 99 | A | 2 | NEW YORK |
| HUNTERDON | 30,700 | 30,200 | 98 | C | 2 | NEW YORK |
| MERCER | 108,300 | 106,600 | 98 | B | 2 | PHILADELPHIA |
| MIDDLESEX | 203,900 | 202,100 | 99 | A | 2 | NEW YORK |
| MONMOUTH | 179,700 | 177,700 | 99 | B | 2 | NEW YORK |
| MORRIS | 137,500 | 136,400 | 99 | A | 2 | NEW YORK |
| OCEAN | 146,900 | 145,000 | 99 | B | 2 | NEW YORK |
| PASSAIC | 154,000 | 152,100 | 99 | A | 2 | NEW YORK |
| SALEM | 23,200 | 22,800 | 98 | C | 2 | PHILADELPHIA |
| SOMERSET | 70,300 | 69,600 | 99 | A | 2 | NEW YORK |
| SUSSEX | 42,000 | 41,300 | 98 | C | 2 | NEW YORK |
| UNION | 178,400 | 176,800 | 99 | A | 2 | NEW YORK |
| WARREN | 31,100 | 30,600 | 98 | C | 2 | PHILADELPHIA |
| STATE TOTAL | 2,633,100 | 2,603,200 | 99 | | | |

## NEW MEXICO

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BERNALILLO | 170,200 | 167,400 | 98 | B | 8 | ALBUQUERQUE |
| CATRON | 1,000 | 900 | 90 | D | 8 | TUCSON |
| CHAVES | 20,100 | 19,700 | 98 | C | 8 | ROSWELL |
| CIBOLA | 10,300 | 10,100 | 98 | D | 8 | ALBUQUERQUE |
| COLFAX | 5,200 | 4,900 | 95 | D | 8 | ALBUQUERQUE |
| CURRY | 15,300 | 14,900 | 97 | C | 8 | AMARILLO |
| DE BACA | 1,000 | 1,000 | 96 | D | 8 | LUBBOCK |
| DONA ANA | 34,400 | 33,200 | 97 | C | 8 | EL PASO |
| EDDY | 17,800 | 17,400 | 98 | C | 8 | ROSWELL |
| GRANT | 9,400 | 8,900 | 95 | D | 8 | ALBUQUERQUE |
| GUADALUPE | 1,500 | 1,400 | 94 | D | 8 | ALBUQUERQUE |
| HARDING | 400 | 400 | 91 | D | 8 | ALBUQUERQUE |
| HIDALGO | 2,000 | 1,900 | 94 | D | 8 | TUCSON |
| LEA NORTH | 17,900 | 17,600 | 97 | C | 8 | ROSWELL |
| LEA SOUTH | 2,500 | 2,300 | 97 | D | 8 | ODESSA-MIDLAND |
| LINCOLN | 4,700 | 4,500 | 96 | D | 8 | ALBUQUERQUE |
| LOS ALAMOS | 6,700 | 6,600 | 98 | D | 8 | ALBUQUERQUE |
| LUNA | 6,100 | 5,900 | 96 | D | 8 | EL PASO |
| MC KINLEY | 16,700 | 15,500 | 93 | C | 8 | ALBUQUERQUE |
| MORA | 1,400 | 1,200 | 88 | D | 8 | ALBUQUERQUE |
| OTERO | 15,500 | 15,100 | 98 | C | 8 | ALBUQUERQUE |
| QUAY | 4,200 | 4,000 | 95 | D | 8 | AMARILLO |
| RIO ARRIBA | 9,900 | 9,200 | 93 | D | 8 | ALBUQUERQUE |
| ROOSEVELT | 5,800 | 5,600 | 97 | D | 8 | LUBBOCK |
| SAN JUAN | 29,300 | 27,600 | 94 | C | 8 | FARMINGTON |
| SAN MIGUEL | 7,700 | 7,100 | 93 | D | 8 | ALBUQUERQUE |
| SANDOVAL | 12,500 | 11,800 | 94 | B | 8 | ALBUQUERQUE |
| SANTA FE | 29,900 | 29,000 | 97 | C | 8 | ALBUQUERQUE |
| SIERRA | 3,900 | 3,700 | 94 | D | 8 | ALBUQUERQUE |
| SOCORRO | 4,500 | 4,400 | 97 | D | 8 | ALBUQUERQUE |
| TAOS | 6,900 | 6,300 | 91 | D | 8 | ALBUQUERQUE |
| TORRANCE | 2,900 | 2,800 | 95 | D | 8 | ALBUQUERQUE |
| UNION | 1,700 | 1,600 | 93 | D | 8 | AMARILLO |
| VALENCIA | 11,800 | 11,700 | 99 | D | 8 | ALBUQUERQUE |
| STATE TOTAL | 491,100 | 475,600 | 97 | | | |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### NEW YORK

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALBANY | 110,200 | 108,300 | 98 | B | 2 | ALBANY-SCHENECTADY-TROY |
| ALLEGANY | 17,600 | 17,100 | 97 | C | 2 | BUFFALO |
| BRONX | 410,300 | 403,600 | 98 | A | 2 | NEW YORK |
| BROOME | 78,400 | 77,200 | 99 | B | 2 | BINGHAMTON |
| CATTARAUGUS | 30,600 | 30,000 | 98 | C | 2 | BUFFALO |
| CAYUGA | 27,800 | 27,200 | 98 | C | 2 | SYRACUSE |
| CHAUTAUQUA | 54,200 | 53,200 | 98 | C | 2 | BUFFALO |
| CHEMUNG | 35,200 | 34,400 | 98 | C | 2 | ELMIRA |
| CHENANGO | 17,700 | 17,300 | 98 | C | 2 | BINGHAMTON |
| CLINTON | 26,600 | 26,200 | 99 | B | 2 | BURLINGTON-PLATTSBURGH |
| COLUMBIA | 22,700 | 22,200 | 98 | C | 2 | ALBANY-SCHENECTADY-TROY |
| CORTLAND | 16,900 | 16,600 | 98 | C | 2 | SYRACUSE |
| DELAWARE | 16,900 | 16,300 | 97 | C | 2 | BINGHAMTON |
| DUTCHESS | 85,700 | 83,900 | 98 | B | 2 | NEW YORK |
| ERIE | 367,400 | 363,000 | 99 | B | 2 | BUFFALO |
| ESSEX | 13,600 | 13,300 | 98 | B | 2 | BURLINGTON-PLATTSBURGH |
| FRANKLIN | 15,700 | 15,300 | 97 | C | 2 | BURLINGTON-PLATTSBURGH |
| FULTON | 21,100 | 20,700 | 98 | C | 2 | ALBANY-SCHENECTADY-TROY |
| GENESEE | 20,700 | 20,400 | 99 | C | 2 | BUFFALO |
| GREENE | 16,300 | 16,000 | 98 | C | 2 | ALBANY-SCHENECTADY-TROY |
| HAMILTON | 1,900 | 1,800 | 97 | D | 2 | ALBANY-SCHENECTADY-TROY |
| HERKIMER | 24,000 | 23,600 | 98 | C | 2 | UTICA |
| JEFFERSON | 31,700 | 31,200 | 98 | C | 2 | WATERTOWN-CARTHAGE |
| KINGS | 810,700 | 795,600 | 98 | A | 2 | NEW YORK |
| LEWIS | 8,600 | 8,400 | 98 | D | 2 | WATERTOWN-CARTHAGE |
| LIVINGSTON | 19,100 | 18,800 | 98 | B | 2 | ROCHESTER, NY |
| MADISON | 21,900 | 21,500 | 98 | B | 2 | SYRACUSE |
| MONROE | 261,000 | 257,300 | 99 | B | 2 | ROCHESTER, NY |
| MONTGOMERY | 19,900 | 19,500 | 98 | B | 2 | ALBANY-SCHENECTADY-TROY |
| NASSAU | 429,300 | 426,800 | 99 | A | 2 | NEW YORK |
| NEW YORK | 723,200 | 685,200 | 95 | A | 2 | NEW YORK |
| NIAGARA | 82,500 | 81,500 | 99 | B | 2 | BUFFALO |
| ONEIDA EAST | 58,000 | 57,100 | 98 | B | 2 | UTICA |
| ONEIDA WEST | 30,800 | 30,300 | 98 | C | 2 | SYRACUSE |
| ONONDAGA | 170,500 | 168,200 | 99 | B | 2 | SYRACUSE |
| ONTARIO | 32,000 | 31,500 | 99 | B | 2 | ROCHESTER, NY |
| ORANGE | 89,400 | 87,700 | 98 | B | 2 | NEW YORK |
| ORLEANS | 13,500 | 13,200 | 98 | C | 2 | BUFFALO |
| OSWEGO | 39,500 | 38,900 | 99 | B | 2 | SYRACUSE |
| OTSEGO | 21,100 | 20,500 | 97 | C | 2 | UTICA |
| PUTNAM | 27,100 | 26,700 | 98 | A | 2 | NEW YORK |
| QUEENS | 728,400 | 720,500 | 99 | A | 2 | NEW YORK |
| RENSSELAER | 54,200 | 53,200 | 98 | B | 2 | ALBANY-SCHENECTADY-TROY |
| RICHMOND | 122,800 | 121,600 | 99 | A | 2 | NEW YORK |
| ROCKLAND | 83,100 | 81,900 | 99 | A | 2 | NEW YORK |
| SARATOGA | 56,800 | 56,100 | 99 | B | 2 | ALBANY-SCHENECTADY-TROY |
| SCHENECTADY | 56,300 | 55,500 | 99 | B | 2 | ALBANY-SCHENECTADY-TROY |
| SCHOHARIE | 10,500 | 10,200 | 97 | D | 2 | ALBANY-SCHENECTADY-TROY |
| SCHUYLER | 6,300 | 6,100 | 97 | D | 2 | SYRACUSE |
| SENECA | 11,700 | 11,600 | 99 | D | 2 | SYRACUSE |
| ST LAWRENCE | 37,200 | 36,500 | 98 | C | 2 | WATERTOWN-CARTHAGE |
| STEUBEN | 36,500 | 35,600 | 98 | C | 2 | ELMIRA |
| SUFFOLK | 411,600 | 407,400 | 99 | A | 2 | NEW YORK |
| SULLIVAN | 25,200 | 24,400 | 97 | C | 2 | NEW YORK |
| TIOGA | 17,600 | 17,300 | 98 | B | 2 | BINGHAMTON |
| TOMPKINS | 31,800 | 30,300 | 95 | C | 2 | SYRACUSE |
| ULSTER | 59,500 | 57,800 | 97 | B | 2 | NEW YORK |
| WARREN | 20,300 | 19,800 | 98 | C | 2 | ALBANY-SCHENECTADY-TROY |
| WASHINGTON | 13,500 | 18,200 | 98 | C | 2 | ALBANY-SCHENECTADY-TROY |
| WAYNE | 30,400 | 29,900 | 98 | B | 2 | ROCHESTER, NY |
| WESTCHESTER | 313,700 | 309,900 | 99 | A | 2 | NEW YORK |
| WYOMING | 13,600 | 13,400 | 99 | C | 2 | BUFFALO |
| YATES | 8,300 | 8,100 | 98 | D | 2 | SYRACUSE |
| STATE TOTAL | 6,475,600 | 6,352,800 | 98 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## NORTH CAROLINA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALAMANCE | 37,500 | 37,200 | 99 | C | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| ALEXANDER | 9,400 | 9,300 | 99 | D | 3 | CHARLOTTE |
| ALLEGHANY | 3,900 | 3,800 | 98 | D | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| ANSON | 8,900 | 8,700 | 98 | D | 3 | CHARLOTTE |
| ASHE | 8,600 | 8,400 | 97 | D | 3 | CHARLOTTE |
| AVERY | 5,100 | 5,000 | 97 | D | 3 | CHARLOTTE |
| BEAUFORT | 15,100 | 14,900 | 98 | B | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| BERTIE | 7,200 | 7,000 | 97 | D | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| BLADEN | 10,900 | 10,600 | 97 | D | 3 | WILMINGTON |
| BRUNSWICK | 14,100 | 13,800 | 98 | C | 3 | WILMINGTON |
| BUNCOMBE | 64,000 | 63,100 | 99 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| BURKE | 27,700 | 27,400 | 99 | C | 3 | CHARLOTTE |
| CABARRUS | 32,500 | 32,200 | 99 | C | 3 | CHARLOTTE |
| CALDWELL | 25,300 | 25,000 | 99 | C | 3 | CHARLOTTE |
| CAMDEN | 2,000 | 2,000 | 99 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| CARTERET | 16,800 | 16,500 | 99 | C | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| CASWELL | 6,800 | 6,700 | 98 | D | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| CATAWBA | 40,100 | 39,800 | 99 | C | 3 | CHARLOTTE |
| CHATHAM | 12,900 | 12,700 | 98 | D | 3 | RALEIGH-DURHAM |
| CHEROKEE | 7,400 | 7,200 | 98 | D | 3 | CHATTANOOGA |
| CHOWAN | 4,800 | 4,700 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| CLAY | 2,900 | 2,800 | 97 | D | 3 | ATLANTA |
| CLEVELAND | 30,200 | 29,900 | 99 | C | 3 | CHARLOTTE |
| COLUMBUS | 18,400 | 18,000 | 98 | C | 3 | WILMINGTON |
| CRAVEN | 25,200 | 24,900 | 99 | B | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| CUMBERLAND | 81,600 | 80,500 | 99 | B | 3 | RALEIGH-DURHAM |
| CURRITUCK | 4,700 | 4,600 | 97 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| DARE | 6,200 | 6,000 | 97 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| DAVIDSON | 43,000 | 42,500 | 99 | B | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| DAVIE | 9,400 | 9,200 | 98 | D | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| DUPLIN | 14,600 | 14,300 | 98 | C | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| DURHAM | 59,700 | 58,900 | 99 | B | 3 | RALEIGH-DURHAM |
| EDGECOMBE | 19,300 | 19,000 | 98 | C | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| FORSYTH | 96,300 | 95,400 | 99 | B | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| FRANKLIN | 10,600 | 10,400 | 98 | D | 3 | RALEIGH-DURHAM |
| GASTON | 59,200 | 58,600 | 99 | B | 3 | CHARLOTTE |
| GATES | 2,900 | 2,800 | 97 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| GRAHAM | 2,500 | 2,400 | 98 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| GRANVILLE | 11,000 | 10,800 | 98 | D | 3 | RALEIGH-DURHAM |
| GREENE | 5,400 | 5,300 | 98 | B | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| GUILFORD | 120,900 | 119,900 | 99 | B | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| HALIFAX | 19,200 | 18,700 | 98 | C | 3 | RALEIGH-DURHAM |
| HARNETT | 21,600 | 21,300 | 98 | C | 3 | RALEIGH-DURHAM |
| HAYWOOD | 17,900 | 17,600 | 98 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| HENDERSON | 25,000 | 24,600 | 98 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| HERTFORD | 7,800 | 7,700 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| HOKE | 6,600 | 6,400 | 98 | D | 3 | RALEIGH-DURHAM |
| HYDE | 2,100 | 2,000 | 96 | D | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| IREDELL | 31,100 | 30,700 | 99 | C | 3 | CHARLOTTE |
| JACKSON | 9,100 | 8,900 | 97 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| JOHNSTON | 26,600 | 26,200 | 98 | C | 3 | RALEIGH-DURHAM |
| JONES | 3,200 | 3,100 | 98 | B | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| LEE | 13,800 | 13,600 | 99 | C | 3 | RALEIGH-DURHAM |
| LENOIR | 21,500 | 21,200 | 99 | B | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| LINCOLN | 16,100 | 16,000 | 99 | C | 3 | CHARLOTTE |
| MACON | 8,300 | 8,000 | 97 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| MADISON | 6,100 | 5,900 | 97 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| MARTIN | 8,900 | 8,800 | 98 | D | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| MC DOWELL | 13,100 | 12,900 | 98 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| MECKLENBURG | 158,100 | 156,700 | 99 | B | 3 | CHARLOTTE |
| MITCHELL | 5,300 | 5,200 | 98 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| MONTGOMERY | 8,300 | 8,200 | 99 | D | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| MOORE | 20,600 | 20,200 | 98 | C | 3 | RALEIGH-DURHAM |
| NASH | 25,200 | 24,800 | 98 | C | 3 | RALEIGH-DURHAM |
| NEW HANOVER | 40,800 | 40,300 | 99 | C | 3 | WILMINGTON |
| NORTHAMPTON | 7,200 | 7,000 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| ONSLOW | 32,400 | 32,100 | 99 | C | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| ORANGE | 30,400 | 29,800 | 98 | B | 3 | RALEIGH-DURHAM |
| PAMLICO | 3,700 | 3,600 | 99 | D | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| PASQUOTANK | 10,300 | 10,100 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| PENDER | 8,100 | 7,900 | 97 | D | 3 | WILMINGTON |
| PERQUIMANS | 3,600 | 3,500 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| PERSON | 10,500 | 10,300 | 99 | D | 3 | RALEIGH-DURHAM |
| PITT | 32,900 | 32,400 | 99 | B | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| POLK | 5,300 | 5,200 | 98 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |

## NORTH CAROLINA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| RANDOLPH | 35,600 | 35,200 | 99 | B | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| RICHMOND | 17,200 | 16,900 | 98 | C | 3 | CHARLOTTE |
| ROBESON | 33,700 | 33,000 | 98 | C | 3 | WILMINGTON |
| ROCKINGHAM | 31,600 | 31,300 | 99 | C | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| ROWAN | 38,000 | 37,600 | 99 | C | 3 | CHARLOTTE |
| RUTHERFORD | 20,600 | 20,400 | 99 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| SAMPSON | 17,800 | 17,500 | 98 | C | 3 | RALEIGH-DURHAM |
| SCOTLAND | 11,200 | 11,000 | 98 | D | 3 | RALEIGH-DURHAM |
| STANLY | 18,500 | 18,300 | 99 | C | 3 | CHARLOTTE |
| STOKES | 12,400 | 12,200 | 99 | B | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| SURRY | 22,700 | 22,400 | 99 | C | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| SWAIN | 3,900 | 3,700 | 96 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| TRANSYLVANIA | 8,800 | 8,600 | 98 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| TYRRELL | 1,400 | 1,400 | 97 | D | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| UNION | 24,900 | 24,500 | 99 | B | 3 | CHARLOTTE |
| VANCE | 13,100 | 12,900 | 98 | C | 3 | RALEIGH-DURHAM |
| WAKE | 118,600 | 117,300 | 99 | B | 3 | RALEIGH-DURHAM |
| WARREN | 5,500 | 5,400 | 97 | D | 3 | RALEIGH-DURHAM |
| WASHINGTON | 5,000 | 4,900 | 98 | D | 3 | GREENVILLE-NEW BERN-WASHINGTON |
| WATAUGA | 11,900 | 11,700 | 98 | D | 3 | CHARLOTTE |
| WAYNE | 35,000 | 34,500 | 99 | C | 3 | RALEIGH-DURHAM |
| WILKES | 22,000 | 21,600 | 98 | C | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| WILSON | 23,000 | 22,600 | 98 | C | 3 | RALEIGH-DURHAM |
| YADKIN | 10,800 | 10,600 | 98 | B | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| YANCEY | 5,600 | 5,400 | 97 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| STATE TOTAL | 2,194,500 | 2,164,000 | 99 | | | |

## NORTH DAKOTA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 1,300 | 1,300 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| BARNES | 5,200 | 5,100 | 99 | B | 6 | FARGO |
| BENSON | 2,500 | 2,400 | 97 | D | 6 | FARGO |
| BILLINGS | 400 | 400 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| BOTTINEAU | 3,300 | 3,200 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| BOWMAN | 1,500 | 1,500 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| BURKE | 1,500 | 1,500 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| BURLEIGH | 21,700 | 21,400 | 99 | C | 6 | MINOT-BISMARCK-DICKINSON |
| CASS | 36,100 | 35,800 | 99 | B | 6 | FARGO |
| CAVALIER | 2,700 | 2,600 | 96 | D | 6 | FARGO |
| DICKEY | 2,500 | 2,400 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| DIVIDE | 1,300 | 1,300 | 97 | D | 6 | MINOT-BISMARCK-DICKINSON |
| DUNN | 1,600 | 1,600 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| EDDY | 1,400 | 1,400 | 99 | D | 6 | FARGO |
| EMMONS | 2,000 | 2,000 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| FOSTER | 1,600 | 1,600 | 98 | D | 6 | FARGO |
| GOLDEN VALLEY | 900 | 900 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| GRAND FORKS | 23,600 | 23,400 | 99 | C | 6 | FARGO |
| GRANT | 1,500 | 1,500 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| GRIGGS | 1,400 | 1,400 | 99 | D | 6 | FARGO |
| HETTINGER | 1,500 | 1,500 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| KIDDER | 1,400 | 1,400 | 99 | D | 6 | MINOT-BISMARCK-DICKINSON |
| LA MOURE | 2,300 | 2,300 | 98 | D | 6 | FARGO |
| LOGAN | 1,200 | 1,200 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MC HENRY | 2,800 | 2,800 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MC INTOSH | 1,900 | 1,800 | 97 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MC KENZIE | 2,600 | 2,600 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MC LEAN | 4,600 | 4,500 | 99 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MERCER | 3,800 | 3,700 | 97 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MORTON | 9,400 | 9,200 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| MOUNTRAIL | 2,700 | 2,700 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| NELSON | 2,000 | 2,000 | 99 | D | 6 | FARGO |
| OLIVER | 800 | 800 | 99 | D | 6 | MINOT-BISMARCK-DICKINSON |
| PEMBINA | 3,800 | 3,700 | 97 | D | 6 | FARGO |
| PIERCE | 2,100 | 2,100 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |

## NORTH DAKOTA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| RAMSEY | 4,900 | 4,800 | 98 | D | 6 | FARGO |
| RANSOM | 2,400 | 2,400 | 99 | D | 6 | FARGO |
| RENVILLE | 1,300 | 1,300 | 99 | D | 6 | MINOT-BISMARCK-DICKINSON |
| RICHLAND | 6,700 | 6,600 | 99 | D | 6 | FARGO |
| ROLETTE | 3,700 | 3,500 | 96 | D | 6 | MINOT-BISMARCK-DICKINSON |
| SARGENT | 2,000 | 2,000 | 99 | D | 6 | FARGO |
| SHERIDAN | 1,000 | 1,000 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| SIOUX | 900 | 900 | 95 | D | 6 | MINOT-BISMARCK-DICKINSON |
| SLOPE | 400 | 400 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| STARK | 8,600 | 8,500 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| STEELE | 1,100 | 1,100 | 99 | D | 6 | FARGO |
| STUTSMAN | 9,200 | 9,100 | 99 | D | 6 | FARGO |
| TOWNER | 1,500 | 1,500 | 98 | D | 6 | FARGO |
| TRAILL | 3,500 | 3,500 | 99 | D | 6 | FARGO |
| WALSH | 5,500 | 5,400 | 99 | D | 6 | FARGO |
| WARD | 21,100 | 20,800 | 99 | C | 6 | MINOT-BISMARCK-DICKINSON |
| WELLS | 2,600 | 2,600 | 98 | D | 6 | FARGO |
| WILLIAMS | 8,900 | 8,800 | 98 | D | 6 | MINOT-BISMARCK-DICKINSON |
| STATE TOTAL | 242,200 | 239,200 | 99 | | | |

## OHIO

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 8,800 | 8,400 | 95 | D | 4 | CINCINNATI |
| ALLEN | 40,800 | 40,100 | 98 | C | 4 | LIMA |
| ASHLAND | 16,500 | 16,300 | 99 | C | 4 | CLEVELAND |
| ASHTABULA | 37,300 | 36,700 | 98 | C | 4 | CLEVELAND |
| ATHENS | 19,200 | 18,600 | 97 | C | 4 | CHARLESTON-HUNTINGTON |
| AUGLAIZE | 15,400 | 15,100 | 98 | C | 4 | DAYTON |
| BELMONT | 31,400 | 30,900 | 98 | B | 4 | WHEELING-STEUBENVILLE |
| BROWN | 11,500 | 11,200 | 97 | D | 4 | CINCINNATI |
| BUTLER | 94,200 | 93,000 | 99 | B | 4 | CINCINNATI |
| CARROLL | 9,100 | 9,000 | 98 | D | 4 | WHEELING-STEUBENVILLE |
| CHAMPAIGN | 12,600 | 12,400 | 99 | D | 4 | DAYTON |
| CLARK | 54,600 | 54,000 | 99 | C | 4 | DAYTON |
| CLERMONT | 47,200 | 46,600 | 99 | A | 4 | CINCINNATI |
| CLINTON | 13,000 | 12,800 | 98 | D | 4 | DAYTON |
| COLUMBIANA | 41,400 | 40,800 | 99 | C | 4 | YOUNGSTOWN |
| COSHOCTON | 13,400 | 13,000 | 97 | C | 4 | COLUMBUS, OH |
| CRAWFORD | 18,500 | 18,200 | 98 | C | 4 | CLEVELAND |
| CUYAHOGA | 565,700 | 558,900 | 99 | A | 4 | CLEVELAND |
| DARKE | 20,000 | 19,700 | 98 | C | 4 | DAYTON |
| DEFIANCE | 13,900 | 13,700 | 98 | C | 4 | TOLEDO |
| DELAWARE | 19,300 | 19,100 | 99 | B | 4 | COLUMBUS, OH |
| ERIE | 29,100 | 28,700 | 99 | C | 4 | CLEVELAND |
| FAIRFIELD | 34,300 | 33,900 | 99 | B | 4 | COLUMBUS, OH |
| FAYETTE | 10,000 | 9,800 | 98 | D | 4 | COLUMBUS, OH |
| FRANKLIN | 340,400 | 336,300 | 99 | B | 4 | COLUMBUS, OH |
| FULTON | 13,400 | 13,100 | 98 | B | 4 | TOLEDO |
| GALLIA | 11,100 | 10,800 | 97 | D | 4 | CHARLESTON-HUNTINGTON |
| GEAUGA | 24,600 | 24,200 | 99 | A | 4 | CLEVELAND |
| GREENE | 45,500 | 45,000 | 99 | B | 4 | DAYTON |
| GUERNSEY | 15,900 | 15,500 | 97 | C | 4 | WHEELING-STEUBENVILLE |
| HAMILTON | 327,600 | 322,600 | 98 | A | 4 | CINCINNATI |
| HANCOCK | 24,200 | 23,900 | 99 | C | 4 | TOLEDO |
| HARDIN | 11,700 | 11,500 | 98 | D | 4 | TOLEDO |
| HARRISON | 6,600 | 6,500 | 98 | D | 4 | WHEELING-STEUBENVILLE |
| HENRY | 10,300 | 10,200 | 99 | D | 4 | TOLEDO |
| HIGHLAND | 12,700 | 12,400 | 97 | D | 4 | CINCINNATI |
| HOCKING | 9,400 | 9,200 | 98 | D | 4 | COLUMBUS, OH |
| HOLMES | 8,700 | 8,200 | 94 | D | 4 | CLEVELAND |
| HURON | 19,800 | 19,500 | 98 | C | 4 | CLEVELAND |
| JACKSON | 11,300 | 11,000 | 98 | D | 4 | CHARLESTON-HUNTINGTON |
| JEFFERSON | 33,100 | 32,700 | 99 | B | 4 | WHEELING-STEUBENVILLE |
| KNOX | 16,800 | 16,500 | 98 | C | 4 | COLUMBUS, OH |
| LAKE | 76,500 | 76,000 | 99 | A | 4 | CLEVELAND |
| LAWRENCE | 23,400 | 22,900 | 98 | B | 4 | CHARLESTON-HUNTINGTON |
| LICKING | 44,800 | 44,300 | 99 | B | 4 | COLUMBUS, OH |

## OHIO (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| LOGAN | 15,100 | 14,800 | 98 | C | 4 | DAYTON |
| LORAIN | 96,100 | 95,100 | 99 | A | 4 | CLEVELAND |
| LUCAS | 176,900 | 174,900 | 99 | B | 4 | TOLEDO |
| MADISON | 11,500 | 11,200 | 98 | B | 4 | COLUMBUS, OH |
| MAHONING | 104,900 | 103,400 | 99 | B | 4 | YOUNGSTOWN |
| MARION | 24,700 | 24,400 | 99 | C | 4 | COLUMBUS, OH |
| MEDINA | 40,200 | 39,700 | 99 | A | 4 | CLEVELAND |
| MEIGS | 9,000 | 8,800 | 97 | D | 4 | CHARLESTON-HUNTINGTON |
| MERCER | 13,000 | 12,800 | 98 | C | 4 | FT. WAYNE |
| MIAMI | 33,400 | 33,000 | 99 | B | 4 | DAYTON |
| MONROE | 6,500 | 6,300 | 97 | D | 4 | WHEELING-STEUBENVILLE |
| MONTGOMERY | 216,400 | 214,200 | 99 | B | 4 | DAYTON |
| MORGAN | 5,200 | 5,000 | 97 | D | 4 | COLUMBUS, OH |
| MORROW | 9,600 | 9,500 | 99 | D | 4 | COLUMBUS, OH |
| MUSKINGUM | 31,100 | 30,500 | 98 | C | 4 | ZANESVILLE |
| NOBLE | 4,200 | 4,000 | 96 | D | 4 | WHEELING-STEUBENVILLE |
| OTTAWA | 14,800 | 14,600 | 99 | B | 4 | TOLEDO |
| PAULDING | 7,300 | 7,200 | 98 | D | 4 | FT. WAYNE |
| PERRY | 11,100 | 10,900 | 98 | D | 4 | COLUMBUS, OH |
| PICKAWAY | 14,800 | 14,600 | 99 | B | 4 | COLUMBUS, OH |
| PIKE | 8,300 | 8,000 | 97 | D | 4 | CHARLESTON-HUNTINGTON |
| PORTAGE | 47,300 | 46,800 | 99 | C | 4 | CLEVELAND |
| PREBLE | 13,700 | 13,500 | 99 | B | 4 | DAYTON |
| PUTNAM | 10,700 | 10,500 | 98 | D | 4 | TOLEDO |
| RICHLAND | 48,200 | 47,500 | 98 | C | 4 | CLEVELAND |
| ROSS | 23,200 | 22,700 | 98 | C | 4 | COLUMBUS, OH |
| SANDUSKY | 22,700 | 22,500 | 99 | C | 4 | TOLEDO |
| SCIOTO | 30,700 | 30,000 | 98 | C | 4 | CHARLESTON-HUNTINGTON |
| SENECA | 21,700 | 21,400 | 99 | C | 4 | TOLEDO |
| SHELBY | 15,300 | 15,100 | 99 | C | 4 | DAYTON |
| STARK | 139,100 | 137,300 | 99 | B | 4 | CLEVELAND |
| SUMMIT | 192,900 | 190,900 | 99 | B | 4 | CLEVELAND |
| TRUMBULL | 88,200 | 87,200 | 99 | B | 4 | YOUNGSTOWN |
| TUSCARAWAS | 32,200 | 31,500 | 98 | C | 4 | CLEVELAND |
| UNION | 10,600 | 10,400 | 98 | D | 4 | COLUMBUS, OH |
| VAN WERT | 11,500 | 11,300 | 99 | D | 4 | FT. WAYNE |
| VINTON | 4,200 | 4,100 | 97 | D | 4 | CHARLESTON-HUNTINGTON |
| WARREN | 34,400 | 34,000 | 99 | A | 4 | CINCINNATI |
| WASHINGTON | 23,800 | 23,100 | 97 | C | 4 | CHARLESTON-HUNTINGTON |
| WAYNE | 34,300 | 33,400 | 97 | C | 4 | CLEVELAND |
| WILLIAMS | 13,500 | 13,200 | 98 | C | 4 | TOLEDO |
| WOOD | 38,100 | 37,600 | 99 | B | 4 | TOLEDO |
| WYANDOT | 7,900 | 7,700 | 98 | D | 4 | TOLEDO |
| STATE TOTAL | 3,982,900 | 3,927,800 | 99 | | | |

## OKLAHOMA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAIR | 6,400 | 6,200 | 97 | D | 7 | TULSA |
| ALFALFA | 2,900 | 2,800 | 98 | D | 7 | OKLAHOMA CITY |
| ATOKA | 4,600 | 4,500 | 99 | D | 7 | ARDMORE-ADA |
| BEAVER | 2,800 | 2,800 | 98 | D | 7 | WICHITA-HUTCHINSON |
| BECKHAM | 8,000 | 7,800 | 98 | D | 7 | OKLAHOMA CITY |
| BLAINE | 5,400 | 5,300 | 99 | D | 7 | OKLAHOMA CITY |
| BRYAN | 12,300 | 12,000 | 98 | D | 7 | ARDMORE-ADA |
| CADDO | 11,800 | 11,600 | 99 | D | 7 | OKLAHOMA CITY |
| CANADIAN | 21,500 | 21,300 | 99 | B | 7 | OKLAHOMA CITY |
| CARTER | 17,100 | 16,900 | 99 | C | 7 | ARDMORE-ADA |
| CHEROKEE | 11,700 | 11,500 | 98 | D | 7 | TULSA |
| CHOCTAW | 6,500 | 6,300 | 96 | D | 7 | ARDMORE-ADA |
| CIMARRON | 1,400 | 1,400 | 97 | D | 7 | AMARILLO |
| CLEVELAND | 52,400 | 51,700 | 99 | B | 7 | OKLAHOMA CITY |
| COAL | 2,300 | 2,300 | 99 | D | 7 | ARDMORE-ADA |
| COMANCHE | 36,600 | 36,200 | 99 | B | 7 | WICHITA FALLS-LAWTON |
| COTTON | 3,100 | 3,100 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| CRAIG | 5,500 | 5,400 | 98 | D | 7 | TULSA |
| CREEK | 22,700 | 22,400 | 99 | B | 7 | TULSA |
| CUSTER | 10,200 | 10,000 | 98 | D | 7 | OKLAHOMA CITY |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**OKLAHOMA** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| DELAWARE | 9,600 | 9,300 | 97 | D | 7 | TULSA |
| DEWEY | 2,300 | 2,300 | 98 | D | 7 | OKLAHOMA CITY |
| ELLIS | 2,200 | 2,100 | 97 | D | 7 | OKLAHOMA CITY |
| GARFIELD | 25,500 | 25,200 | 99 | C | 7 | OKLAHOMA CITY |
| GARVIN | 11,300 | 11,200 | 99 | D | 7 | OKLAHOMA CITY |
| GRADY | 15,500 | 15,300 | 99 | C | 7 | OKLAHOMA CITY |
| GRANT | 2,700 | 2,700 | 99 | D | 7 | OKLAHOMA CITY |
| GREER | 2,900 | 2,800 | 98 | D | 7 | OKLAHOMA CITY |
| HARMON | 1,700 | 1,700 | 98 | D | 7 | OKLAHOMA CITY |
| HARPER | 1,900 | 1,900 | 98 | D | 7 | OKLAHOMA CITY |
| HASKELL | 4,500 | 4,400 | 98 | D | 7 | TULSA |
| HUGHES | 5,600 | 5,500 | 99 | D | 7 | OKLAHOMA CITY |
| JACKSON | 10,600 | 10,500 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| JEFFERSON | 3,300 | 3,300 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| JOHNSTON | 4,100 | 4,000 | 98 | D | 7 | ARDMORE-ADA |
| KAY | 20,200 | 20,000 | 99 | C | 7 | OKLAHOMA CITY |
| KINGFISHER | 5,400 | 5,400 | 99 | D | 7 | OKLAHOMA CITY |
| KIOWA | 5,300 | 5,200 | 99 | D | 7 | OKLAHOMA CITY |
| LATIMER | 3,700 | 3,600 | 96 | D | 7 | TULSA |
| LE FLORE | 15,600 | 15,200 | 98 | B | 7 | FT. SMITH |
| LINCOLN | 10,500 | 10,400 | 99 | D | 7 | OKLAHOMA CITY |
| LOGAN | 10,200 | 10,100 | 99 | D | 7 | OKLAHOMA CITY |
| LOVE | 3,100 | 3,000 | 98 | D | 7 | DALLAS-FT. WORTH |
| MAJER | 3,400 | 3,300 | 97 | D | 7 | OKLAHOMA CITY |
| MARSHALL | 4,700 | 4,600 | 99 | D | 7 | ARDMORE-ADA |
| MAYES | 12,700 | 12,500 | 98 | B | 7 | TULSA |
| MC CLAIN | 7,800 | 7,700 | 99 | B | 7 | OKLAHOMA CITY |
| MC CURTAIN | 13,200 | 12,800 | 97 | C | 7 | SHREVEPORT-TEXARKANA |
| MC INTOSH | 6,500 | 6,400 | 98 | D | 7 | TULSA |
| MURRAY | 4,800 | 4,800 | 99 | D | 7 | OKLAHOMA CITY |
| MUSKOGEE | 26,100 | 25,700 | 98 | C | 7 | TULSA |
| NOBLE | 4,600 | 4,600 | 99 | D | 7 | OKLAHOMA CITY |
| NOWATA | 4,600 | 4,500 | 99 | D | 7 | TULSA |
| OKFUSKEE | 4,400 | 4,300 | 98 | D | 7 | OKLAHOMA CITY |
| OKLAHOMA | 232,500 | 230,500 | 99 | B | 7 | OKLAHOMA CITY |
| OKMULGEE | 15,100 | 14,900 | 99 | C | 7 | TULSA |
| OSAGE | 15,700 | 15,600 | 99 | B | 7 | TULSA |
| OTTAWA | 12,800 | 12,700 | 99 | D | 7 | JOPLIN-PITTSBURG |
| PAWNEE | 6,300 | 6,200 | 99 | D | 7 | TULSA |
| PAYNE | 24,000 | 23,700 | 99 | C | 7 | OKLAHOMA CITY |
| PITTSBURG | 15,800 | 15,500 | 98 | C | 7 | TULSA |
| PONTOTOC | 13,000 | 12,900 | 99 | D | 7 | ARDMORE-ADA |
| POTTAWATOMIE | 21,900 | 21,600 | 99 | B | 7 | OKLAHOMA CITY |
| PUSHMATAHA | 4,900 | 4,700 | 97 | D | 7 | ARDMORE-ADA |
| ROGER MILLS | 2,000 | 1,900 | 97 | D | 7 | AMARILLO |
| ROGERS | 17,700 | 17,500 | 99 | B | 7 | TULSA |
| SEMINOLE | 10,700 | 10,600 | 99 | D | 7 | OKLAHOMA CITY |
| SEQUOYAH | 11,300 | 11,000 | 98 | B | 7 | FT. SMITH |
| STEPHENS | 17,800 | 17,600 | 99 | C | 7 | WICHITA FALLS-LAWTON |
| TEXAS | 6,600 | 6,500 | 98 | D | 7 | AMARILLO |
| TILLMAN | 4,700 | 4,600 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| TULSA | 196,000 | 194,400 | 99 | B | 7 | TULSA |
| WAGONER | 16,000 | 15,800 | 99 | B | 7 | TULSA |
| WASHINGTON | 20,100 | 20,000 | 99 | C | 7 | TULSA |
| WASHITA | 5,400 | 5,300 | 99 | D | 7 | OKLAHOMA CITY |
| WOODS | 4,300 | 4,200 | 98 | D | 7 | OKLAHOMA CITY |
| WOODWARD | 8,400 | 8,200 | 98 | D | 7 | OKLAHOMA CITY |
| STATE TOTAL | 1,198,700 | 1,183,700 | 99 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## OREGON

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BAKER | 6,500 | 6,100 | 95 | D | 9 | BOISE |
| BENTON | 26,500 | 24,800 | 94 | C | 9 | PORTLAND, OR |
| CLACKAMAS | 92,400 | 89,500 | 97 | B | 9 | PORTLAND, OR |
| CLATSOP | 13,400 | 12,700 | 95 | D | 9 | PORTLAND, OR |
| COLUMBIA | 13,900 | 13,400 | 96 | C | 9 | PORTLAND, OR |
| COOS | 24,800 | 23,000 | 93 | C | 9 | EUGENE |
| CROOK | 5,300 | 5,000 | 95 | D | 9 | PORTLAND, OR |
| CURRY | 7,600 | 7,000 | 93 | D | 9 | EUREKA |
| DESCHUTES | 26,900 | 25,400 | 95 | C | 9 | BEND |
| DOUGLAS | 36,700 | 35,000 | 95 | C | 9 | EUGENE |
| GILLIAM | 800 | 800 | 94 | D | 9 | PORTLAND, OR |
| GRANT | 3,300 | 2,900 | 88 | D | 9 | BOISE |
| HARNEY | 3,200 | 3,000 | 92 | D | 9 | PORTLAND, OR |
| HOOD RIVER | 6,500 | 6,100 | 94 | D | 9 | PORTLAND, OR |
| JACKSON | 54,800 | 53,000 | 97 | C | 9 | MEDFORD |
| JEFFERSON | 4,500 | 4,300 | 95 | D | 9 | PORTLAND, OR |
| JOSEPHINE | 24,900 | 23,500 | 94 | C | 9 | MEDFORD |
| KLAMATH | 23,400 | 22,600 | 97 | C | 9 | MEDFORD |
| LAKE | 3,100 | 2,900 | 93 | D | 9 | MEDFORD |
| LANE | 113,300 | 109,300 | 96 | B | 9 | EUGENE |
| LINCOLN | 16,400 | 15,200 | 92 | D | 9 | PORTLAND, OR |
| LINN | 35,900 | 34,600 | 96 | C | 9 | PORTLAND, OR |
| MALHEUR | 10,100 | 9,700 | 96 | D | 9 | BOISE |
| MARION | 83,100 | 79,900 | 96 | B | 9 | PORTLAND, OR |
| MORROW | 2,900 | 2,700 | 93 | D | 9 | YAKIMA |
| MULTNOMAH | 243,200 | 234,500 | 96 | B | 9 | PORTLAND, OR |
| POLK | 18,300 | 17,700 | 96 | C | 9 | PORTLAND, OR |
| SHERMAN | 800 | 800 | 97 | D | 9 | PORTLAND, OR |
| TILLAMOOK | 9,000 | 8,400 | 93 | D | 9 | PORTLAND, OR |
| UMATILLA | 23,000 | 21,600 | 94 | C | 9 | YAKIMA |
| UNION | 9,300 | 8,700 | 93 | D | 9 | PORTLAND, OR |
| WALLOWA | 3,100 | 2,900 | 93 | D | 9 | SPOKANE |
| WASCO | 8,800 | 8,300 | 94 | D | 9 | PORTLAND, OR |
| WASHINGTON | 103,600 | 101,300 | 98 | B | 9 | PORTLAND, OR |
| WHEELER | 600 | 600 | 94 | D | 9 | PORTLAND, OR |
| YAMHILL | 21,600 | 20,600 | 95 | C | 9 | PORTLAND, OR |
| STATE TOTAL | 1,081,500 | 1,037,800 | 96 | | | |

## PENNSYLVANIA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 24,600 | 24,000 | 98 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| ALLEGHENY | 544,300 | 536,800 | 99 | A | 2 | PITTSBURGH |
| ARMSTRONG | 29,200 | 28,700 | 98 | C | 2 | PITTSBURGH |
| BEAVER | 73,800 | 72,900 | 99 | A | 2 | PITTSBURGH |
| BEDFORD | 16,900 | 16,400 | 97 | C | 2 | JOHNSTOWN-ALTOONA |
| BERKS | 119,200 | 117,100 | 98 | B | 2 | PHILADELPHIA |
| BLAIR | 50,500 | 49,600 | 98 | B | 2 | JOHNSTOWN-ALTOONA |
| BRADFORD | 22,600 | 22,100 | 98 | C | 2 | BINGHAMTON |
| BUCKS | 168,100 | 166,500 | 99 | A | 2 | PHILADELPHIA |
| BUTLER | 53,300 | 52,600 | 99 | C | 2 | PITTSBURGH |
| CAMBRIA | 65,200 | 64,300 | 99 | B | 2 | JOHNSTOWN-ALTOONA |
| CAMERON | 2,600 | 2,600 | 99 | D | 2 | JOHNSTOWN-ALTOONA |
| CARBON | 20,500 | 20,100 | 98 | C | 2 | WILKES BARRE-SCRANTON |
| CENTRE | 38,600 | 37,500 | 97 | C | 2 | JOHNSTOWN-ALTOONA |
| CHESTER | 112,700 | 111,100 | 99 | A | 2 | PHILADELPHIA |
| CLARION | 15,000 | 14,700 | 98 | C | 2 | PITTSBURGH |
| CLEARFIELD | 30,600 | 30,000 | 98 | C | 2 | JOHNSTOWN-ALTOONA |
| CLINTON | 14,100 | 13,800 | 98 | C | 2 | WILKES BARRE-SCRANTON |
| COLUMBIA | 22,800 | 22,300 | 98 | C | 2 | WILKES BARRE-SCRANTON |
| CRAWFORD | 32,700 | 31,900 | 97 | C | 2 | ERIE |
| CUMBERLAND | 66,900 | 65,700 | 98 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| DAUPHIN | 91,900 | 90,100 | 98 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| DELAWARE | 194,700 | 193,100 | 99 | A | 2 | PHILADELPHIA |
| ELK | 13,500 | 13,200 | 98 | C | 2 | JOHNSTOWN-ALTOONA |
| ERIE | 102,100 | 100,700 | 99 | B | 2 | ERIE |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### PENNSYLVANIA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| FAYETTE | 58,800 | 57,400 | 98 | B | 2 | PITTSBURGH |
| FOREST | 1,900 | 1,900 | 99 | D | 2 | JOHNSTOWN-ALTOONA |
| FRANKLIN | 42,300 | 40,900 | 97 | C | 2 | WASHINGTON, DC |
| FULTON | 4,800 | 4,600 | 95 | D | 2 | JOHNSTOWN-ALTOONA |
| GREENE | 14,900 | 14,500 | 98 | C | 2 | PITTSBURGH |
| HUNTINGDON | 15,000 | 14,600 | 97 | C | 2 | JOHNSTOWN-ALTOONA |
| INDIANA | 32,000 | 31,300 | 98 | C | 2 | PITTSBURGH |
| JEFFERSON | 18,400 | 18,000 | 98 | C | 2 | JOHNSTOWN-ALTOONA |
| JUNIATA | 7,000 | 6,700 | 96 | D | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| LACKAWANNA | 83,800 | 82,700 | 99 | B | 2 | WILKES BARRE-SCRANTON |
| LANCASTER | 131,900 | 127,400 | 97 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| LAWRENCE | 38,700 | 38,000 | 98 | C | 2 | PITTSBURGH |
| LEBANON | 40,000 | 39,100 | 98 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| LEHIGH | 106,800 | 105,200 | 98 | B | 2 | PHILADELPHIA |
| LUZERNE | 129,100 | 127,200 | 99 | B | 2 | WILKES BARRE-SCRANTON |
| LYCOMING | 44,100 | 42,700 | 97 | C | 2 | WILKES BARRE-SCRANTON |
| MC KEAN | 18,600 | 18,100 | 97 | C | 2 | BUFFALO |
| MERCER | 46,400 | 45,600 | 98 | C | 2 | YOUNGSTOWN |
| MIFFLIN | 17,400 | 16,800 | 97 | C | 2 | JOHNSTOWN-ALTOONA |
| MONROE | 28,500 | 28,000 | 98 | C | 2 | PHILADELPHIA |
| MONTGOMERY | 233,300 | 230,700 | 99 | A | 2 | PHILADELPHIA |
| MONTOUR | 5,800 | 5,600 | 97 | D | 2 | WILKES BARRE-SCRANTON |
| NORTHAMPTON | 83,300 | 81,900 | 98 | B | 2 | PHILADELPHIA |
| NORTHUMBERLAND | 39,000 | 37,900 | 97 | C | 2 | WILKES BARRE-SCRANTON |
| PERRY | 13,500 | 13,200 | 97 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| PHILADELPHIA | 606,500 | 595,300 | 98 | A | 2 | PHILADELPHIA |
| PIKE | 7,900 | 7,600 | 97 | D | 2 | NEW YORK |
| POTTER | 6,400 | 6,200 | 97 | D | 2 | BUFFALO |
| SCHUYLKILL | 61,700 | 60,300 | 98 | B | 2 | WILKES BARRE-SCRANTON |
| SNYDER | 11,500 | 11,000 | 96 | D | 2 | WILKES BARRE-SCRANTON |
| SOMERSET | 29,700 | 29,000 | 98 | C | 2 | PITTSBURGH |
| SULLIVAN | 2,200 | 2,100 | 97 | D | 2 | WILKES BARRE-SCRANTON |
| SUSQUEHANNA | 13,600 | 13,300 | 98 | C | 2 | WILKES BARRE-SCRANTON |
| TIOGA | 14,100 | 13,600 | 97 | C | 2 | ELMIRA |
| UNION | 10,600 | 10,100 | 96 | D | 2 | WILKES BARRE-SCRANTON |
| VENANGO | 23,600 | 22,900 | 97 | C | 2 | PITTSBURGH |
| WARREN | 17,300 | 16,700 | 97 | C | 2 | BUFFALO |
| WASHINGTON | 79,900 | 78,600 | 98 | A | 2 | PITTSBURGH |
| WAYNE | 13,500 | 13,000 | 96 | C | 2 | WILKES BARRE-SCRANTON |
| WESTMORELAND | 145,100 | 143,300 | 99 | A | 2 | PITTSBURGH |
| WYOMING | 9,700 | 9,500 | 98 | D | 2 | WILKES BARRE-SCRANTON |
| YORK | 119,400 | 117,200 | 98 | B | 2 | HARRISBURG-YORK-LANCASTER-LEBANON |
| STATE TOTAL | 4,354,400 | 4,277,500 | 98 | | | |

### RHODE ISLAND

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BRISTOL | 16,200 | 16,100 | 99 | B | 1 | PROVIDENCE-NEW BEDFORD |
| KENT | 57,500 | 57,000 | 99 | B | 1 | PROVIDENCE-NEW BEDFORD |
| NEWPORT | 29,300 | 28,900 | 99 | C | 1 | PROVIDENCE-NEW BEDFORD |
| PROVIDENCE | 215,500 | 212,700 | 99 | B | 1 | PROVIDENCE-NEW BEDFORD |
| WASHINGTON | 33,600 | 33,000 | 98 | C | 1 | PROVIDENCE-NEW BEDFORD |
| STATE TOTAL | 352,100 | 347,700 | 99 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## SOUTH CAROLINA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ABBEVILLE | 8,000 | 7,800 | 98 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| AIKEN | 39,100 | 38,700 | 99 | B | 3 | AUGUSTA |
| ALLENDALE | 3,700 | 3,600 | 97 | D | 3 | AUGUSTA |
| ANDERSON | 50,900 | 50,300 | 99 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| BAMBERG | 5,900 | 5,700 | 97 | D | 3 | AUGUSTA |
| BARNWELL | 7,000 | 6,800 | 98 | D | 3 | AUGUSTA |
| BEAUFORT | 22,500 | 22,100 | 98 | C | 3 | SAVANNAH |
| BERKELEY | 33,100 | 32,400 | 98 | B | 3 | CHARLESTON, SC |
| CALHOUN | 4,200 | 4,100 | 97 | D | 3 | COLUMBIA, SC |
| CHARLESTON | 96,100 | 94,900 | 99 | B | 3 | CHARLESTON, SC |
| CHEROKEE | 14,300 | 14,100 | 99 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| CHESTER | 10,300 | 10,100 | 98 | D | 3 | CHARLOTTE |
| CHESTERFIELD | 13,700 | 13,400 | 98 | C | 3 | CHARLOTTE |
| CLARENDON | 9,100 | 8,700 | 96 | D | 3 | COLUMBIA, SC |
| COLLETON | 10,900 | 10,600 | 97 | D | 3 | CHARLESTON, SC |
| DARLINGTON | 21,500 | 21,100 | 98 | C | 3 | FLORENCE, SC |
| DILLON | 9,900 | 9,700 | 98 | D | 3 | FLORENCE, SC |
| DORCHESTER | 21,000 | 20,600 | 98 | B | 3 | CHARLESTON, SC |
| EDGEFIELD | 6,100 | 6,000 | 98 | D | 3 | AUGUSTA |
| FAIRFIELD | 6,400 | 6,200 | 97 | D | 3 | COLUMBIA, SC |
| FLORENCE | 38,900 | 38,300 | 99 | C | 3 | FLORENCE, SC |
| GEORGETOWN | 14,700 | 14,300 | 98 | C | 3 | CHARLESTON, SC |
| GREENVILLE | 109,400 | 108,300 | 99 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| GREENWOOD | 21,500 | 21,200 | 99 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| HAMPTON | 6,500 | 6,300 | 97 | D | 3 | SAVANNAH |
| HORRY | 39,500 | 38,700 | 98 | C | 3 | FLORENCE, SC |
| JASPER | 5,100 | 4,900 | 97 | D | 3 | SAVANNAH |
| KERSHAW | 14,000 | 13,700 | 98 | C | 3 | COLUMBIA, SC |
| LANCASTER | 19,200 | 19,000 | 99 | C | 3 | CHARLOTTE |
| LAURENS | 17,800 | 17,500 | 99 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| LEE | 5,900 | 5,700 | 97 | D | 3 | COLUMBIA, SC |
| LEXINGTON | 54,100 | 53,200 | 98 | B | 3 | COLUMBIA, SC |
| MARION | 11,600 | 11,300 | 97 | D | 3 | FLORENCE, SC |
| MARLBORO | 10,400 | 10,200 | 98 | D | 3 | FLORENCE, SC |
| MC CORMICK | 2,400 | 2,300 | 98 | D | 3 | AUGUSTA |
| NEWBERRY | 11,400 | 11,200 | 98 | D | 3 | COLUMBIA, SC |
| OCONEE | 18,800 | 18,600 | 99 | C | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| ORANGEBURG | 27,600 | 26,800 | 97 | C | 3 | COLUMBIA, SC |
| PICKENS | 28,500 | 28,100 | 98 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| RICHLAND | 91,200 | 89,900 | 99 | B | 3 | COLUMBIA, SC |
| SALUDA | 5,600 | 5,500 | 98 | D | 3 | AUGUSTA |
| SPARTANBURG | 74,500 | 73,700 | 99 | B | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| SUMTER | 29,000 | 28,400 | 98 | C | 3 | COLUMBIA, SC |
| UNION | 10,900 | 10,800 | 99 | D | 3 | GREENVILLE-SPARTANBURG-ASHEVILLE |
| WILLIAMSBURG | 12,200 | 11,800 | 97 | C | 3 | CHARLESTON, SC |
| YORK | 38,000 | 37,500 | 99 | E | 3 | CHARLOTTE |
| STATE TOTAL | 1,112,400 | 1,094,100 | 98 | | | |

## SOUTH DAKOTA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| AURORA | 1,100 | 1,100 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| BEADLE | 7,600 | 7,500 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| BENNETT | 1,000 | 1,000 | 96 | D | 6 | RAPID CITY |
| BON HOMME | 3,000 | 2,900 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| BROOKINGS | 8,600 | 8,500 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| BROWN | 13,700 | 13,600 | 99 | C | 6 | SIOUX FALLS-MITCHELL |
| BRULE | 1,900 | 1,900 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| BUFFALO | 400 | 400 | 94 | D | 6 | SIOUX FALLS-MITCHELL |
| BUTTE | 3,300 | 3,200 | 98 | D | 6 | RAPID CITY |
| CAMPBELL | 800 | 800 | 97 | D | 6 | MINOT-BISMARCK-DICKINSON |
| CHARLES MIX | 3,300 | 3,200 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| CLARK | 1,900 | 1,900 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| CLAY | 4,500 | 4,400 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| CODINGTON | 8,000 | 7,900 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| CORSON | 1,500 | 1,400 | 95 | D | 6 | MINOT-BISMARCK-DICKINSON |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## SOUTH DAKOTA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| CUSTER | 2,400 | 2,300 | 97 | D | 6 | RAPID CITY |
| DAVISON | 7,100 | 6,900 | 98 | C | 6 | SIOUX FALLS-MITCHELL |
| DAY | 3,000 | 3,000 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| DEUEL | 1,900 | 1,900 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| DEWEY | 1,500 | 1,400 | 95 | D | 6 | MINOT-BISMARCK-DICKINSON |
| DOUGLAS | 1,400 | 1,400 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| EDMUNDS | 1,800 | 1,800 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| FALL RIVER | 3,300 | 3,200 | 98 | D | 6 | RAPID CITY |
| FAULK | 1,200 | 1,200 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| GRANT | 3,200 | 3,100 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| GREGORY | 2,100 | 2,100 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| HAAKON | 1,000 | 1,000 | 98 | D | 6 | RAPID CITY |
| HAMLIN | 1,900 | 1,900 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| HAND | 1,800 | 1,800 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| HANSON | 1,100 | 1,100 | 98 | C | 6 | SIOUX FALLS-MITCHELL |
| HARDING | 600 | 600 | 97 | D | 6 | RAPID CITY |
| HUGHES | 5,700 | 5,600 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| HUTCHINSON | 3,400 | 3,300 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| HYDE | 800 | 800 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| JACKSON | 1,100 | 1,100 | 97 | D | 6 | RAPID CITY |
| JERAULD | 1,100 | 1,100 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| JONES | 600 | 600 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| KINGSBURY | 2,600 | 2,600 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| LAKE | 4,000 | 4,000 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| LAWRENCE | 7,200 | 7,100 | 98 | D | 6 | RAPID CITY |
| LINCOLN | 5,100 | 5,000 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| LYMAN | 1,300 | 1,300 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| MARSHALL | 2,000 | 1,900 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| MC COOK | 2,300 | 2,300 | 99 | C | 6 | SIOUX FALLS-MITCHELL |
| MC PHERSON | 1,500 | 1,500 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| MEADE | 7,200 | 7,100 | 98 | D | 6 | RAPID CITY |
| MELLETTE | 700 | 700 | 96 | D | 6 | SIOUX FALLS-MITCHELL |
| MINER | 1,400 | 1,400 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| MINNEHAHA | 43,700 | 43,400 | 99 | C | 6 | SIOUX FALLS-MITCHELL |
| MOODY | 2,400 | 2,400 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| PENNINGTON | 27,300 | 27,000 | 99 | C | 6 | RAPID CITY |
| PERKINS | 1,800 | 1,700 | 96 | D | 6 | RAPID CITY |
| POTTER | 1,300 | 1,300 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| ROBERTS | 3,800 | 3,700 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| SANBORN | 1,200 | 1,200 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| SHANNON | 2,500 | 2,300 | 93 | D | 6 | RAPID CITY |
| SPINK | 3,300 | 3,300 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| STANLEY | 900 | 900 | 97 | D | 6 | SIOUX FALLS-MITCHELL |
| SULLY | 700 | 700 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| TODD | 1,900 | 1,800 | 94 | D | 6 | SIOUX FALLS-MITCHELL |
| TRIPP | 2,600 | 2,600 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| TURNER | 3,500 | 3,500 | 99 | D | 6 | SIOUX FALLS-MITCHELL |
| UNION | 4,200 | 4,200 | 99 | D | 6 | SIOUX CITY |
| WALWORTH | 2,600 | 2,500 | 97 | D | 6 | MINOT-BISMARCK-DICKINSON |
| YANKTON | 6,900 | 6,800 | 98 | D | 6 | SIOUX FALLS-MITCHELL |
| ZIEBACH | 600 | 600 | 94 | D | 6 | RAPID CITY |
| STATE TOTAL | 255,100 | 251,700 | 99 | | | |

## TENNESSEE

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ANDERSON | 26,100 | 25,900 | 99 | B | 5 | KNOXVILLE |
| BEDFORD | 10,500 | 10,400 | 99 | D | 5 | NASHVILLE |
| BENTON | 6,100 | 6,000 | 99 | D | 5 | NASHVILLE |
| BLEDSOE | 3,300 | 3,200 | 98 | D | 5 | CHATTANOOGA |
| BLOUNT | 30,400 | 30,100 | 99 | B | 5 | KNOXVILLE |
| BRADLEY | 25,400 | 25,200 | 99 | C | 5 | CHATTANOOGA |
| CAMPBELL | 13,200 | 13,000 | 98 | C | 5 | KNOXVILLE |
| CANNON | 3,900 | 3,800 | 99 | D | 5 | NASHVILLE |
| CARROLL | 10,600 | 10,400 | 98 | D | 5 | JACKSON, TN |
| CARTER | 19,300 | 19,100 | 99 | B | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**TENNESSEE** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| CHEATHAM | 7,900 | 7,800 | 99 | B | 5 | NASHVILLE |
| CHESTER | 4,600 | 4,500 | 99 | D | 5 | MEMPHIS |
| CLAIBORNE | 9,100 | 8,900 | 98 | D | 5 | KNOXVILLE |
| CLAY | 3,000 | 2,900 | 98 | D | 5 | NASHVILLE |
| COCKE | 10,600 | 10,400 | 98 | D | 5 | KNOXVILLE |
| COFFEE | 14,800 | 14,700 | 99 | C | 5 | NASHVILLE |
| CROCKETT | 5,400 | 5,300 | 99 | D | 5 | MEMPHIS |
| CUMBERLAND | 11,000 | 10,800 | 98 | D | 5 | KNOXVILLE |
| DAVIDSON | 188,100 | 187,100 | 99 | B | 5 | NASHVILLE |
| DE KALB | 5,500 | 5,400 | 99 | D | 5 | NASHVILLE |
| DECATUR | 4,400 | 4,300 | 98 | D | 5 | NASHVILLE |
| DICKSON | 11,600 | 11,500 | 99 | B | 5 | NASHVILLE |
| DYER | 13,300 | 13,100 | 99 | D | 5 | MEMPHIS |
| FAYETTE | 8,000 | 7,800 | 98 | D | 5 | MEMPHIS |
| FENTRESS | 5,400 | 5,300 | 98 | D | 5 | KNOXVILLE |
| FRANKLIN | 11,400 | 11,300 | 99 | D | 5 | NASHVILLE |
| GIBSON | 18,800 | 18,600 | 99 | C | 5 | MEMPHIS |
| GILES | 9,400 | 9,200 | 98 | D | 5 | NASHVILLE |
| GRAINGER | 6,200 | 6,100 | 98 | D | 5 | KNOXVILLE |
| GREENE | 20,300 | 20,100 | 99 | C | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| GRUNDY | 4,800 | 4,700 | 98 | D | 5 | CHATTANOOGA |
| HAMBLEN | 18,900 | 18,700 | 99 | C | 5 | KNOXVILLE |
| HAMILTON | 109,300 | 108,600 | 99 | B | 5 | CHATTANOOGA |
| HANCOCK | 2,400 | 2,400 | 98 | D | 5 | KNOXVILLE |
| HARDEMAN | 8,200 | 8,100 | 98 | D | 5 | MEMPHIS |
| HARDIN | 8,800 | 8,600 | 98 | D | 5 | JACKSON, TN |
| HAWKINS | 16,700 | 16,400 | 98 | B | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| HAYWOOD | 6,800 | 6,700 | 98 | D | 5 | MEMPHIS |
| HENDERSON | 8,500 | 8,400 | 98 | D | 5 | JACKSON, TN |
| HENRY | 11,500 | 11,300 | 98 | D | 5 | NASHVILLE |
| HICKMAN | 5,400 | 5,300 | 99 | D | 5 | NASHVILLE |
| HOUSTON | 2,500 | 2,500 | 98 | D | 5 | NASHVILLE |
| HUMPHREYS | 6,200 | 6,100 | 99 | D | 5 | NASHVILLE |
| JACKSON | 3,400 | 3,300 | 98 | D | 5 | NASHVILLE |
| JEFFERSON | 11,500 | 11,400 | 99 | D | 5 | KNOXVILLE |
| JOHNSON | 5,100 | 5,000 | 98 | D | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| KNOX | 126,500 | 125,500 | 99 | B | 5 | KNOXVILLE |
| LAKE | 2,600 | 2,600 | 98 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| LAUDERDALE | 9,100 | 9,000 | 99 | D | 5 | MEMPHIS |
| LAWRENCE | 12,700 | 12,500 | 99 | D | 5 | NASHVILLE |
| LEWIS | 3,300 | 3,300 | 99 | D | 5 | NASHVILLE |
| LINCOLN | 10,100 | 10,000 | 99 | D | 5 | HUNTSVILLE-DECATUR-FLORENCE |
| LOUDON | 11,100 | 11,000 | 99 | D | 5 | KNOXVILLE |
| MACON | 6,200 | 6,100 | 99 | D | 5 | NASHVILLE |
| MADISON | 28,800 | 28,500 | 99 | C | 5 | JACKSON, TN |
| MARION | 9,100 | 9,000 | 99 | B | 5 | CHATTANOOGA |
| MARSHALL | 7,700 | 7,600 | 99 | D | 5 | NASHVILLE |
| MAURY | 19,600 | 19,400 | 99 | C | 5 | NASHVILLE |
| MC NAIRY | 9,000 | 8,900 | 98 | D | 5 | MEMPHIS |
| MCMINN | 15,600 | 15,400 | 99 | C | 5 | CHATTANOOGA |
| MEIGS | 2,800 | 2,800 | 99 | D | 5 | CHATTANOOGA |
| MONROE | 10,500 | 10,300 | 99 | D | 5 | KNOXVILLE |
| MONTGOMERY | 30,200 | 30,000 | 99 | C | 5 | NASHVILLE |
| MOORE | 1,600 | 1,600 | 98 | D | 5 | NASHVILLE |
| MORGAN | 5,700 | 5,600 | 98 | D | 5 | KNOXVILLE |
| OBION | 12,600 | 12,500 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| OVERTON | 6,400 | 6,300 | 98 | D | 5 | NASHVILLE |
| PERRY | 2,500 | 2,500 | 99 | D | 5 | NASHVILLE |
| PICKETT | 1,700 | 1,700 | 98 | D | 5 | NASHVILLE |
| POLK | 4,900 | 4,800 | 99 | D | 5 | CHATTANOOGA |
| PUTNAM | 18,500 | 18,300 | 99 | C | 5 | NASHVILLE |
| RHEA | 9,100 | 9,000 | 99 | D | 5 | CHATTANOOGA |
| ROANE | 18,500 | 18,300 | 99 | C | 5 | KNOXVILLE |
| ROBERTSON | 13,600 | 13,500 | 99 | B | 5 | NASHVILLE |
| RUTHERFORD | 31,100 | 30,900 | 99 | B | 5 | NASHVILLE |
| SCOTT | 7,000 | 6,800 | 98 | D | 5 | KNOXVILLE |
| SEQUATCHIE | 3,200 | 3,200 | 99 | B | 5 | CHATTANOOGA |
| SEVIER | 16,400 | 16,100 | 98 | C | 5 | KNOXVILLE |
| SHELBY | 284,900 | 282,700 | 99 | B | 5 | MEMPHIS |
| SMITH | 5,900 | 5,800 | 99 | D | 5 | NASHVILLE |
| STEWART | 3,400 | 3,400 | 99 | D | 5 | NASHVILLE |
| SULLIVAN | 55,300 | 54,900 | 99 | B | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| SUMNER | 31,900 | 31,600 | 99 | B | 5 | NASHVILLE |
| TIPTON | 11,400 | 11,200 | 99 | B | 5 | MEMPHIS |
| TROUSDALE | 2,500 | 2,500 | 99 | D | 5 | NASHVILLE |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## TENNESSEE (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| UNICOI | 6,200 | 6,100 | 99 | B | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| UNION | 4,500 | 4,400 | 98 | B | 5 | KNOXVILLE |
| VAN BUREN | 1,700 | 1,700 | 98 | D | 5 | NASHVILLE |
| WARREN | 13,000 | 12,800 | 99 | D | 5 | NASHVILLE |
| WASHINGTON | 33,500 | 33,300 | 99 | B | 5 | BRISTOL-KINGSPORT-JOHNSON CITY |
| WAYNE | 5,100 | 5,000 | 98 | D | 5 | NASHVILLE |
| WEAKLEY | 12,100 | 11,900 | 99 | D | 5 | PADUCAH-CAPE GIRARDEAU-HARRISBURG |
| WHITE | 7,500 | 7,400 | 99 | D | 5 | NASHVILLE |
| WILLIAMSON | 21,200 | 21,000 | 99 | B | 5 | NASHVILLE |
| WILSON | 21,100 | 20,900 | 99 | B | 5 | NASHVILLE |
| STATE TOTAL | 1,736,500 | 1,719,300 | 99 | | | |

## TEXAS

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ANDERSON | 13,500 | 13,200 | 98 | C | 7 | DALLAS-FT. WORTH |
| ANDREWS | 4,700 | 4,600 | 99 | D | 7 | ODESSA-MIDLAND |
| ANGELINA | 23,800 | 23,400 | 98 | C | 7 | TYLER |
| ARANSAS | 6,000 | 5,900 | 99 | D | 7 | CORPUS CHRISTI |
| ARCHER | 2,800 | 2,800 | 99 | B | 7 | WICHITA FALLS-LAWTON |
| ARMSTRONG | 800 | 800 | 99 | D | 7 | AMARILLO |
| ATASCOSA | 8,900 | 8,700 | 98 | D | 7 | SAN ANTONIO |
| AUSTIN | 7,000 | 6,800 | 97 | D | 7 | HOUSTON |
| BAILEY | 2,700 | 2,700 | 99 | D | 7 | LUBBOCK |
| BANDERA | 3,100 | 3,100 | 99 | D | 7 | SAN ANTONIO |
| BASTROP | 9,700 | 9,500 | 97 | D | 7 | AUSTIN, TX |
| BAYLOR | 2,000 | 2,000 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| BEE | 8,500 | 8,300 | 98 | D | 7 | SAN ANTONIO |
| BELL | 57,600 | 57,000 | 99 | B | 7 | WACO-TEMPLE |
| BEXAR | 345,700 | 341,300 | 99 | B | 7 | SAN ANTONIO |
| BLANCO | 2,100 | 2,100 | 98 | D | 7 | SAN ANTONIO |
| BORDEN | 300 | 300 | 98 | D | 7 | LUBBOCK |
| BOSQUE | 5,800 | 5,700 | 98 | D | 7 | DALLAS-FT. WORTH |
| BOWIE | 28,900 | 28,500 | 99 | B | 7 | SHREVEPORT-TEXARKANA |
| BRAZORIA | 61,800 | 61,200 | 99 | A | 7 | HOUSTON |
| BRAZOS | 38,100 | 37,500 | 98 | C | 7 | WACO-TEMPLE |
| BREWSTER | 2,700 | 2,600 | 96 | D | 7 | ODESSA-MIDLAND |
| BRISCOE | 1,000 | 1,000 | 99 | D | 7 | AMARILLO |
| BROOKS | 2,600 | 2,500 | 98 | D | 7 | CORPUS CHRISTI |
| BROWN | 13,600 | 13,300 | 98 | D | 7 | ABILENE-SWEETWATER |
| BURLESON | 4,600 | 4,400 | 97 | D | 7 | WACO-TEMPLE |
| BURNET | 7,800 | 7,700 | 99 | D | 7 | AUSTIN, TX |
| CALDWELL | 7,900 | 7,700 | 98 | D | 7 | AUSTIN, TX |
| CALHOUN | 7,000 | 6,900 | 98 | D | 7 | HOUSTON |
| CALLAHAN | 4,500 | 4,400 | 99 | B | 7 | ABILENE-SWEETWATER |
| CAMERON | 66,100 | 65,100 | 98 | B | 7 | MCALLEN-BROWNSVILLE (LRGV) |
| CAMP | 3,700 | 3,600 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| CARSON | 2,500 | 2,500 | 99 | D | 7 | AMARILLO |
| CASS | 11,100 | 10,900 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| CASTRO | 3,400 | 3,300 | 98 | D | 7 | AMARILLO |
| CHAMBERS | 7,200 | 7,100 | 99 | D | 7 | HOUSTON |
| CHEROKEE | 14,500 | 14,100 | 97 | C | 7 | TYLER |
| CHILDRESS | 2,800 | 2,700 | 98 | D | 7 | AMARILLO |
| CLAY | 3,900 | 3,900 | 99 | B | 7 | WICHITA FALLS-LAWTON |
| COCHRAN | 1,500 | 1,500 | 99 | D | 7 | LUBBOCK |
| COKE | 1,300 | 1,300 | 99 | D | 7 | ABILENE-SWEETWATER |
| COLEMAN | 4,300 | 4,200 | 99 | D | 7 | ABILENE-SWEETWATER |
| COLLIN | 54,300 | 53,600 | 99 | A | 7 | DALLAS-FT. WORTH |
| COLLINGSWORTH | 1,800 | 1,700 | 96 | D | 7 | AMARILLO |
| COLORADO | 7,500 | 7,300 | 97 | D | 7 | HOUSTON |
| COMAL | 14,600 | 14,400 | 98 | B | 7 | SAN ANTONIO |
| COMANCHE | 5,000 | 4,900 | 97 | D | 7 | DALLAS-FT. WORTH |
| CONCHO | 1,100 | 1,100 | 98 | D | 7 | ABILENE-SWEETWATER |
| COOKE | 10,900 | 10,800 | 99 | D | 7 | DALLAS-FT. WORTH |
| CORYELL | 15,900 | 15,700 | 99 | B | 7 | WACO-TEMPLE |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**TEXAS** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| COTTLE | 1,200 | 1,200 | 98 | D | 7 | AMARILLO |
| CRANE | 1,800 | 1,800 | 99 | D | 7 | ODESSA-MIDLAND |
| CROCKETT | 1,600 | 1,600 | 97 | D | 7 | ODESSA-MIDLAND |
| CROSBY | 2,900 | 2,900 | 99 | D | 7 | LUBBOCK |
| CULBERSON | 1,000 | 1,000 | 97 | D | 7 | EL PASO |
| DALLAM | 2,400 | 2,400 | 98 | D | 7 | AMARILLO |
| DALLAS | 624,800 | 619,600 | 99 | A | 7 | DALLAS-FT. WORTH |
| DAWSON | 5,500 | 5,400 | 98 | D | 7 | LUBBOCK |
| DE WITT | 7,100 | 6,900 | 97 | D | 7 | SAN ANTONIO |
| DEAF SMITH | 6,800 | 6,700 | 99 | D | 7 | AMARILLO |
| DELTA | 1,900 | 1,900 | 97 | D | 7 | DALLAS-FT. WORTH |
| DENTON | 56,900 | 56,300 | 99 | A | 7 | DALLAS-FT. WORTH |
| DICKENS | 1,400 | 1,400 | 98 | D | 7 | LUBBOCK |
| DIMMIT | 3,400 | 3,200 | 95 | D | 7 | SAN ANTONIO |
| DONLEY | 1,600 | 1,600 | 98 | D | 7 | AMARILLO |
| DUVAL | 4,000 | 3,900 | 96 | D | 7 | CORPUS CHRISTI |
| EASTLAND | 8,000 | 7,800 | 98 | D | 7 | ABILENE-SWEETWATER |
| ECTOR | 45,200 | 44,800 | 99 | B | 7 | ODESSA-MIDLAND |
| EDWARDS | 700 | 700 | 96 | D | 7 | SAN ANTONIO |
| EL PASO | 155,000 | 153,500 | 99 | B | 7 | EL PASO |
| ELLIS | 21,500 | 21,200 | 99 | A | 7 | DALLAS-FT. WORTH |
| ERATH | 9,500 | 9,400 | 99 | D | 7 | DALLAS-FT. WORTH |
| FALLS | 7,200 | 7,000 | 98 | D | 7 | WACO-TEMPLE |
| FANNIN | 9,800 | 9,600 | 98 | D | 7 | DALLAS-FT. WORTH |
| FAYETTE | 7,800 | 7,400 | 95 | D | 7 | AUSTIN, TX |
| FISHER | 2,200 | 2,200 | 98 | D | 7 | ABILENE-SWEETWATER |
| FLOYD | 3,300 | 3,300 | 99 | D | 7 | LUBBOCK |
| FOARD | 900 | 900 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| FORT BEND | 48,200 | 47,400 | 98 | A | 7 | HOUSTON |
| FRANKLIN | 2,900 | 2,800 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| FREESTONE | 6,000 | 5,800 | 97 | D | 7 | DALLAS-FT. WORTH |
| FRIO | 4,300 | 4,200 | 97 | D | 7 | SAN ANTONIO |
| GAINES | 4,500 | 4,500 | 99 | D | 7 | ODESSA-MIDLAND |
| GALVESTON | 74,400 | 73,500 | 99 | A | 7 | HOUSTON |
| GARZA | 1,900 | 1,900 | 99 | D | 7 | LUBBOCK |
| GILLESPIE | 5,600 | 5,400 | 96 | D | 7 | SAN ANTONIO |
| GLASSCOCK | 400 | 400 | 99 | D | 7 | ODESSA-MIDLAND |
| GOLIAD | 1,800 | 1,700 | 97 | D | 7 | SAN ANTONIO |
| GONZALES | 6,000 | 5,900 | 98 | D | 7 | SAN ANTONIO |
| GRAY | 10,500 | 10,400 | 99 | D | 7 | AMARILLO |
| GRAYSON | 35,900 | 35,400 | 99 | C | 7 | DALLAS-FT. WORTH |
| GREGG | 39,300 | 38,800 | 99 | C | 7 | SHREVEPORT-TEXARKANA |
| GRIMES | 5,100 | 4,900 | 97 | D | 7 | HOUSTON |
| GUADALUPE | 17,400 | 17,100 | 98 | B | 7 | SAN ANTONIO |
| HALE | 13,000 | 12,800 | 99 | C | 7 | LUBBOCK |
| HALL | 2,200 | 2,100 | 97 | D | 7 | AMARILLO |
| HAMILTON | 3,700 | 3,600 | 98 | D | 7 | DALLAS-FT. WORTH |
| HANSFORD | 2,300 | 2,300 | 99 | D | 7 | AMARILLO |
| HARDEMAN | 2,500 | 2,400 | 98 | D | 7 | WICHITA FALLS-LAWTON |
| HARDIN | 15,100 | 14,800 | 98 | B | 7 | BEAUMONT-PORT ARTHUR |
| HARRIS | 974,700 | 964,900 | 99 | A | 7 | HOUSTON |
| HARRISON | 19,200 | 18,800 | 98 | C | 7 | SHREVEPORT-TEXARKANA |
| HARTLEY | 1,500 | 1,500 | 99 | D | 7 | AMARILLO |
| HASKELL | 3,000 | 3,000 | 98 | D | 7 | ABILENE-SWEETWATER |
| HAYS | 14,300 | 14,000 | 98 | B | 7 | AUSTIN, TX |
| HEMPHILL | 2,100 | 2,100 | 98 | D | 7 | AMARILLO |
| HENDERSON | 18,300 | 17,900 | 98 | C | 7 | DALLAS-FT. WORTH |
| HIDALGO | 86,700 | 85,100 | 98 | B | 7 | MCALLEN-BROWNSVILLE (LRGV) |
| HILL | 10,000 | 9,800 | 98 | D | 7 | DALLAS-FT. WORTH |
| HOCKLEY | 8,100 | 8,000 | 99 | D | 7 | LUBBOCK |
| HOOD | 8,200 | 8,100 | 99 | A | 7 | DALLAS-FT. WORTH |
| HOPKINS | 10,100 | 9,900 | 98 | D | 7 | DALLAS-FT. WORTH |
| HOUSTON | 8,000 | 7,700 | 97 | D | 7 | TYLER |
| HOWARD | 11,900 | 11,800 | 99 | D | 7 | ODESSA-MIDLAND |
| HUDSPETH | 800 | 800 | 96 | D | 7 | EL PASO |
| HUNT | 21,700 | 21,300 | 98 | C | 7 | DALLAS-FT. WORTH |
| HUTCHINSON | 10,400 | 10,300 | 99 | D | 7 | AMARILLO |
| IRION | 500 | 500 | 97 | D | 7 | SAN ANGELO |
| JACK | 2,900 | 2,900 | 99 | D | 7 | DALLAS-FT. WORTH |
| JACKSON | 5,000 | 4,900 | 98 | D | 7 | HOUSTON |
| JASPER | 11,800 | 11,600 | 98 | D | 7 | BEAUMONT-PORT ARTHUR |
| JEFF DAVIS | 600 | 600 | 95 | D | 7 | ODESSA-MIDLAND |
| JEFFERSON | 94,300 | 93,500 | 99 | B | 7 | BEAUMONT-PORT ARTHUR |
| JIM HOGG | 1,800 | 1,700 | 96 | D | 7 | CORPUS CHRISTI |
| JIM WELLS | 12,000 | 11,700 | 98 | C | 7 | CORPUS CHRISTI |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

**TEXAS** (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| JOHNSON | 25,800 | 25,500 | 99 | A | 7 | DALLAS-FT. WORTH |
| JONES | 6,600 | 6,500 | 99 | B | 7 | ABILENE-SWEETWATER |
| KARNES | 4,800 | 4,700 | 98 | D | 7 | SAN ANTONIO |
| KAUFMAN | 14,000 | 13,700 | 98 | A | 7 | DALLAS-FT. WORTH |
| KENDALL | 4,100 | 4,000 | 97 | D | 7 | SAN ANTONIO |
| KENEDY | 200 | 200 | 99 | D | 7 | CORPUS CHRISTI |
| KENT | 400 | 400 | 99 | D | 7 | LUBBOCK |
| KERR | 12,300 | 12,000 | 97 | D | 7 | SAN ANTONIO |
| KIMBLE | 1,600 | 1,500 | 96 | D | 7 | SAN ANTONIO |
| KING | 200 | 200 | 96 | D | 7 | ABILENE-SWEETWATER |
| KINNEY | 800 | 800 | 95 | D | 7 | SAN ANTONIO |
| KLEBERG | 10,600 | 10,400 | 98 | D | 7 | CORPUS CHRISTI |
| KNOX | 1,900 | 1,900 | 98 | D | 7 | WICHITA FALLS-LAWTON |
| LA SALLE | 1,900 | 1,800 | 96 | D | 7 | SAN ANTONIO |
| LAMAR | 16,800 | 16,200 | 96 | C | 7 | DALLAS-FT. WORTH |
| LAMB | 6,700 | 6,600 | 99 | D | 7 | LUBBOCK |
| LAMPASAS | 4,700 | 4,600 | 99 | D | 7 | WACO-TEMPLE |
| LAVACA | 7,400 | 7,100 | 96 | D | 7 | SAN ANTONIO |
| LEE | 4,100 | 4,000 | 97 | D | 7 | AUSTIN, TX |
| LEON | 4,100 | 3,900 | 96 | D | 7 | WACO-TEMPLE |
| LIBERTY | 18,100 | 17,700 | 98 | A | 7 | HOUSTON |
| LIMESTONE | 7,800 | 7,600 | 98 | D | 7 | DALLAS-FT. WORTH |
| LIPSCOMB | 1,400 | 1,400 | 97 | D | 7 | AMARILLO |
| LIVE OAK | 3,600 | 3,500 | 98 | D | 7 | SAN ANTONIO |
| LLANO | 4,700 | 4,600 | 98 | D | 7 | AUSTIN, TX |
| LOVING | 100 | 100 | 98 | D | 7 | ODESSA-MIDLAND |
| LUBBOCK | 79,200 | 78,500 | 99 | B | 7 | LUBBOCK |
| LYNN | 2,800 | 2,800 | 99 | D | 7 | LUBBOCK |
| MADISON | 3,400 | 3,300 | 97 | D | 7 | WACO-TEMPLE |
| MARION | 4,200 | 4,100 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| MARTIN | 1,600 | 1,600 | 99 | D | 7 | ODESSA-MIDLAND |
| MASON | 1,500 | 1,400 | 96 | D | 7 | AUSTIN, TX |
| MATAGORDA | 14,800 | 14,500 | 98 | C | 7 | HOUSTON |
| MAVERICK | 8,900 | 8,400 | 95 | D | 7 | SAN ANTONIO |
| MC CULLOCH | 3,400 | 3,300 | 96 | D | 7 | ABILENE-SWEETWATER |
| MC LENNAN | 65,900 | 65,200 | 99 | B | 7 | WACO-TEMPLE |
| MCMULLEN | 300 | 300 | 97 | D | 7 | SAN ANTONIO |
| MEDINA | 8,000 | 7,800 | 98 | D | 7 | SAN ANTONIO |
| MENARD | 900 | 800 | 94 | D | 7 | ABILENE-SWEETWATER |
| MIDLAND | 33,100 | 32,800 | 99 | B | 7 | ODESSA-MIDLAND |
| MILAM | 8,600 | 8,400 | 98 | D | 7 | WACO-TEMPLE |
| MILLS | 1,800 | 1,800 | 97 | D | 7 | WACO-TEMPLE |
| MITCHELL | 3,300 | 3,200 | 98 | D | 7 | ABILENE-SWEETWATER |
| MONTAGUE | 7,100 | 7,000 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| MONTGOMERY | 50,100 | 49,100 | 98 | A | 7 | HOUSTON |
| MOORE | 6,000 | 6,000 | 99 | D | 7 | AMARILLO |
| MORRIS | 5,500 | 5,400 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| MOTLEY | 800 | 800 | 96 | D | 7 | LUBBOCK |
| NACOGDOCHES | 18,100 | 17,600 | 97 | C | 7 | SHREVEPORT-TEXARKANA |
| NAVARRO | 14,200 | 13,900 | 98 | C | 7 | DALLAS-FT. WORTH |
| NEWTON | 5,000 | 4,800 | 97 | D | 7 | BEAUMONT-PORT ARTHUR |
| NOLAN | 6,600 | 6,500 | 99 | B | 7 | ABILENE-SWEETWATER |
| NUECES | 92,700 | 91,500 | 99 | B | 7 | CORPUS CHRISTI |
| OCHILTREE | 3,500 | 3,500 | 99 | D | 7 | AMARILLO |
| OLDHAM | 700 | 700 | 99 | D | 7 | AMARILLO |
| ORANGE | 30,300 | 30,000 | 99 | B | 7 | BEAUMONT-PORT ARTHUR |
| PALO PINTO | 8,700 | 8,500 | 98 | D | 7 | DALLAS-FT. WORTH |
| PANOLA | 8,000 | 7,800 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| PARKER | 17,200 | 17,000 | 99 | A | 7 | DALLAS-FT. WORTH |
| PARMER | 3,500 | 3,500 | 99 | D | 7 | AMARILLO |
| PECOS | 4,700 | 4,600 | 98 | D | 7 | ODESSA-MIDLAND |
| POLK | 10,300 | 10,000 | 97 | D | 7 | HOUSTON |
| POTTER | 40,000 | 39,700 | 99 | B | 7 | AMARILLO |
| PRESIDIO | 1,700 | 1,600 | 95 | D | 7 | ODESSA-MIDLAND |
| RAINS | 2,200 | 2,200 | 98 | D | 7 | DALLAS-FT. WORTH |
| RANDALL | 30,600 | 30,500 | 99 | B | 7 | AMARILLO |
| REAGAN | 1,300 | 1,300 | 99 | D | 7 | ODESSA-MIDLAND |
| REAL | 900 | 900 | 94 | D | 7 | SAN ANTONIO |
| RED RIVER | 6,300 | 6,100 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| REEVES | 4,800 | 4,700 | 98 | D | 7 | ODESSA-MIDLAND |
| REFUGIO | 3,200 | 3,200 | 99 | D | 7 | CORPUS CHRISTI |
| ROBERTS | 400 | 400 | 99 | D | 7 | AMARILLO |
| ROBERTSON | 5,800 | 5,700 | 98 | D | 7 | WACO-TEMPLE |
| ROCKWALL | 5,800 | 5,700 | 98 | A | 7 | DALLAS-FT. WORTH |
| RUNNELS | 4,500 | 4,400 | 99 | D | 7 | ABILENE-SWEETWATER |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### TEXAS (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| RUSK | 16,100 | 15,800 | 98 | C | 7 | SHREVEPORT-TEXARKANA |
| SABINE | 3,600 | 3,500 | 96 | D | 7 | BEAUMONT-PORT ARTHUR |
| SAN AUGUSTINE | 3,400 | 3,300 | 96 | D | 7 | BEAUMONT-PORT ARTHUR |
| SAN JACINTO | 4,900 | 4,700 | 96 | D | 7 | HOUSTON |
| SAN PATRICIO | 19,200 | 18,800 | 98 | B | 7 | CORPUS CHRISTI |
| SAN SABA | 2,400 | 2,300 | 98 | D | 7 | WACO-TEMPLE |
| SCHLEICHER | 1,000 | 1,000 | 98 | D | 7 | SAN ANGELO |
| SCURRY | 6,900 | 6,800 | 99 | D | 7 | LUBBOCK |
| SHACKELFORD | 1,500 | 1,500 | 98 | D | 7 | ABILENE-SWEETWATER |
| SHELBY | 9,100 | 8,900 | 97 | D | 7 | SHREVEPORT-TEXARKANA |
| SHERMAN | 1,100 | 1,100 | 99 | D | 7 | AMARILLO |
| SMITH | 50,800 | 50,000 | 99 | C | 7 | TYLER |
| SOMERVELL | 1,800 | 1,800 | 99 | D | 7 | DALLAS-FT. WORTH |
| STARR | 7,700 | 7,400 | 97 | D | 7 | MCALLEN-BROWNSVILLE (LRGV) |
| STEPHENS | 4,200 | 4,100 | 98 | D | 7 | ABILENE-SWEETWATER |
| STERLING | 400 | 400 | 98 | D | 7 | ABILENE-SWEETWATER |
| STONEWALL | 1,000 | 1,000 | 99 | D | 7 | ABILENE-SWEETWATER |
| SUTTON | 1,800 | 1,700 | 96 | D | 7 | SAN ANGELO |
| SWISHER | 3,300 | 3,300 | 99 | D | 7 | AMARILLO |
| TARRANT | 336,900 | 334,100 | 99 | A | 7 | DALLAS-FT. WORTH |
| TAYLOR | 41,200 | 40,800 | 99 | B | 7 | ABILENE-SWEETWATER |
| TERRELL | 600 | 600 | 96 | D | 7 | ODESSA-MIDLAND |
| TERRY | 5,100 | 5,000 | 99 | D | 7 | LUBBOCK |
| THROCKMORTON | 900 | 900 | 98 | D | 7 | WICHITA FALLS-LAWTON |
| TITUS | 8,300 | 8,100 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| TOM GREEN | 33,100 | 32,700 | 99 | C | 7 | SAN ANGELO |
| TRAVIS | 179,900 | 177,600 | 99 | B | 7 | AUSTIN, TX |
| TRINITY | 3,900 | 3,700 | 96 | D | 7 | HOUSTON |
| TYLER | 6,400 | 6,200 | 97 | D | 7 | BEAUMONT-PORT ARTHUR |
| UPSHUR | 11,200 | 11,000 | 98 | D | 7 | SHREVEPORT-TEXARKANA |
| UPTON | 1,600 | 1,600 | 98 | D | 7 | ODESSA-MIDLAND |
| UVALDE | 7,500 | 7,300 | 97 | D | 7 | SAN ANTONIO |
| VAL VERDE | 11,200 | 10,800 | 97 | C | 7 | SAN ANTONIO |
| VAN ZANDT | 13,000 | 12,700 | 98 | D | 7 | DALLAS-FT. WORTH |
| VICTORIA | 25,500 | 25,000 | 98 | C | 7 | VICTORIA |
| WALKER | 13,500 | 13,000 | 97 | C | 7 | HOUSTON |
| WALLER | 6,300 | 6,100 | 98 | A | 7 | HOUSTON |
| WARD | 4,900 | 4,800 | 99 | B | 7 | ODESSA-MIDLAND |
| WASHINGTON | 8,100 | 7,800 | 96 | D | 7 | HOUSTON |
| WEBB | 28,600 | 28,000 | 98 | C | 7 | LAREDO |
| WHARTON | 14,800 | 14,500 | 98 | C | 7 | HOUSTON |
| WHEELER | 3,000 | 2,900 | 97 | D | 7 | AMARILLO |
| WICHITA | 44,500 | 44,200 | 99 | B | 7 | WICHITA FALLS-LAWTON |
| WILBARGER | 6,000 | 6,000 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| WILLACY | 4,900 | 4,800 | 98 | D | 7 | MCALLEN-BROWNSVILLE (LRGV) |
| WILLIAMSON | 28,600 | 28,100 | 98 | B | 7 | AUSTIN, TX |
| WILSON | 6,000 | 5,800 | 97 | D | 7 | SAN ANTONIO |
| WINKLER | 3,400 | 3,400 | 99 | D | 7 | ODESSA-MIDLAND |
| WISE | 10,400 | 10,300 | 99 | A | 7 | DALLAS-FT. WORTH |
| WOOD | 10,100 | 9,900 | 98 | D | 7 | DALLAS-FT. WORTH |
| YOAKUM | 3,000 | 3,000 | 99 | D | 7 | LUBBOCK |
| YOUNG | 8,100 | 8,000 | 99 | D | 7 | WICHITA FALLS-LAWTON |
| ZAPATA | 2,300 | 2,200 | 95 | D | 7 | LAREDO |
| ZAVALA | 3,100 | 3,000 | 95 | D | 7 | SAN ANTONIO |
| STATE TOTAL | 5,398,200 | 5,326,700 | 99 | | | |

### UTAH

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BEAVER | 1,400 | 1,400 | 97 | D | 8 | SALT LAKE CITY |
| BOX ELDER | 10,500 | 10,400 | 99 | D | 8 | SALT LAKE CITY |
| CACHE | 19,500 | 19,000 | 97 | C | 8 | SALT LAKE CITY |
| CARBON | 8,300 | 8,100 | 97 | D | 8 | SALT LAKE CITY |
| DAGGETT | 200 | 200 | 93 | D | 8 | SALT LAKE CITY |
| DAVIS | 45,100 | 44,700 | 99 | B | 8 | SALT LAKE CITY |
| DUCHESNE | 3,900 | 3,700 | 96 | D | 8 | SALT LAKE CITY |
| EMERY | 3,900 | 3,800 | 98 | D | 8 | SALT LAKE CITY |
| GARFIELD | 1,200 | 1,100 | 92 | D | 8 | SALT LAKE CITY |
| GRAND | 3,100 | 2,900 | 92 | D | 8 | SALT LAKE CITY |

## UTAH (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| IRON | 5,700 | 5,400 | 94 | D | 8 | SALT LAKE CITY |
| JUAB | 1,700 | 1,700 | 98 | D | 8 | SALT LAKE CITY |
| KANE | 1,500 | 1,400 | 90 | D | 8 | SALT LAKE CITY |
| MILLARD | 3,000 | 2,900 | 97 | D | 8 | SALT LAKE CITY |
| MORGAN | 1,600 | 1,600 | 97 | D | 8 | SALT LAKE CITY |
| PIUTE | 400 | 400 | 97 | D | 8 | SALT LAKE CITY |
| RICH | 700 | 700 | 95 | D | 8 | SALT LAKE CITY |
| SALT LAKE | 222,900 | 219,700 | 99 | B | 8 | SALT LAKE CITY |
| SAN JUAN | 3,300 | 3,000 | 92 | D | 8 | SALT LAKE CITY |
| SANPETE | 4,700 | 4,600 | 98 | D | 8 | SALT LAKE CITY |
| SEVIER | 5,000 | 4,900 | 98 | D | 8 | SALT LAKE CITY |
| SUMMIT | 3,900 | 3,800 | 98 | D | 8 | SALT LAKE CITY |
| TOOELE | 8,500 | 8,400 | 99 | B | 8 | SALT LAKE CITY |
| UINTAH | 6,800 | 6,500 | 96 | D | 8 | SALT LAKE CITY |
| UTAH | 65,900 | 64,700 | 98 | B | 8 | SALT LAKE CITY |
| WASATCH | 2,900 | 2,800 | 97 | D | 8 | SALT LAKE CITY |
| WASHINGTON | 9,000 | 8,500 | 94 | D | 8 | SALT LAKE CITY |
| WAYNE | 600 | 600 | 98 | D | 8 | SALT LAKE CITY |
| WEBER | 51,000 | 50,300 | 99 | B | 8 | SALT LAKE CITY |
| STATE TOTAL | 496,200 | 487,200 | 98 | | | |

## VERMONT

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADDISON | 10,200 | 9,900 | 97 | D | 1 | BURLINGTON-PLATTSBURGH |
| BENNINGTON | 13,000 | 12,700 | 97 | D | 1 | ALBANY-SCHENECTADY-TROY |
| CALEDONIA | 9,800 | 9,600 | 98 | D | 1 | BURLINGTON-PLATTSBURGH |
| CHITTENDEN | 41,500 | 40,800 | 98 | B | 1 | BURLINGTON-PLATTSBURGH |
| ESSEX | 2,300 | 2,300 | 98 | D | 1 | PORTLAND-POLAND SPRING |
| FRANKLIN | 12,200 | 12,100 | 99 | B | 1 | BURLINGTON-PLATTSBURGH |
| GRAND ISLE | 1,900 | 1,900 | 99 | B | 1 | BURLINGTON-PLATTSBURGH |
| LAMOILLE | 6,500 | 6,400 | 98 | D | 1 | BURLINGTON-PLATTSBURGH |
| ORANGE | 8,600 | 8,400 | 97 | D | 1 | BURLINGTON-PLATTSBURGH |
| ORLEANS | 8,700 | 8,600 | 98 | D | 1 | BURLINGTON-PLATTSBURGH |
| RUTLAND | 22,000 | 21,400 | 97 | C | 1 | BURLINGTON-PLATTSBURGH |
| WASHINGTON | 19,800 | 19,400 | 98 | C | 1 | BURLINGTON-PLATTSBURGH |
| WINDHAM | 15,000 | 14,300 | 95 | C | 1 | BOSTON |
| WINDSOR | 20,500 | 19,900 | 97 | C | 1 | BURLINGTON-PLATTSBURGH |
| STATE TOTAL | 192,000 | 187,700 | 98 | | | |

## VIRGINIA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ACCOMACK | 11,900 | 11,600 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| ALBEMARLE | 38,000 | 37,200 | 98 | C | 3 | RICHMOND (CHARLOTTESVILLE) |
| ALLEGHANY | 10,300 | 10,200 | 99 | D | 3 | ROANOKE-LYNCHBURG |
| AMELIA | 2,800 | 2,700 | 97 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| AMHERST | 9,800 | 9,600 | 98 | B | 3 | ROANOKE-LYNCHBURG |
| APPOMATTOX | 4,300 | 4,200 | 98 | B | 3 | ROANOKE-LYNCHBURG |
| ARLINGTON | 120,900 | 120,100 | 99 | A | 3 | WASHINGTON, DC |
| AUGUSTA | 33,400 | 32,900 | 99 | C | 3 | RICHMOND (CHARLOTTESVILLE) |
| BATH | 2,200 | 2,200 | 98 | D | 3 | ROANOKE-LYNCHBURG |
| BEDFORD | 14,800 | 14,500 | 98 | B | 3 | ROANOKE-LYNCHBURG |
| BLAND | 2,200 | 2,100 | 97 | D | 3 | ROANOKE-LYNCHBURG |
| BOTETOURT | 8,800 | 8,700 | 99 | B | 3 | ROANOKE-LYNCHBURG |
| BRUNSWICK | 5,100 | 5,000 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| BUCHANAN | 12,900 | 12,500 | 97 | C | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| BUCKINGHAM | 4,100 | 4,000 | 97 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| CAMPBELL | 41,400 | 40,900 | 99 | B | 3 | ROANOKE-LYNCHBURG |
| CAROLINE | 6,300 | 6,200 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| CARROLL | 12,600 | 12,300 | 98 | D | 3 | ROANOKE-LYNCHBURG |
| CHARLES CITY | 2,200 | 2,100 | 97 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| CHARLOTTE | 4,100 | 4,000 | 98 | D | 3 | ROANOKE-LYNCHBURG |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## VIRGINIA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| CHESAPEAKE CITY | 39,800 | 39,400 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| CHESTERFIELD | 53,000 | 52,700 | 99 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| CLARKE | 3,800 | 3,800 | 99 | D | 3 | WASHINGTON, DC |
| CRAIG | 1,500 | 1,500 | 98 | B | 3 | ROANOKE-LYNCHBURG |
| CULPEPER | 8,200 | 8,100 | 99 | D | 3 | WASHINGTON, DC |
| CUMBERLAND | 2,800 | 2,700 | 97 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| DICKENSON | 7,000 | 6,900 | 98 | D | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| DINWIDDIE | 27,700 | 27,200 | 98 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| ESSEX | 3,100 | 3,000 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| FAIRFAX | 241,400 | 240,400 | 99 | A | 3 | WASHINGTON, DC |
| FAUQUIER | 13,000 | 12,800 | 99 | C | 3 | WASHINGTON, DC |
| FLOYD | 4,400 | 4,300 | 98 | D | 3 | ROANOKE-LYNCHBURG |
| FLUVANNA | 3,900 | 3,800 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| FRANKLIN | 13,000 | 12,800 | 98 | C | 3 | ROANOKE-LYNCHBURG |
| FREDERICK | 20,600 | 20,400 | 99 | C | 3 | WASHINGTON, DC |
| GILES | 6,400 | 6,300 | 99 | D | 3 | ROANOKE-LYNCHBURG |
| GLOUCESTER | 8,000 | 7,900 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| GOOCHLAND | 4,000 | 3,900 | 98 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| GRAYSON | 6,300 | 6,200 | 98 | D | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| GREENE | 2,900 | 2,800 | 96 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| GREENSVILLE | 5,300 | 5,200 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| HALIFAX | 12,500 | 12,200 | 98 | C | 3 | ROANOKE-LYNCHBURG |
| HAMPTON CITY | 43,300 | 43,000 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| HANOVER | 18,000 | 17,700 | 98 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| HENRICO | 72,800 | 72,100 | 99 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| HENRY | 27,700 | 27,400 | 99 | C | 3 | ROANOKE-LYNCHBURG |
| HIGHLAND | 1,100 | 1,100 | 98 | D | 3 | ROANOKE-LYNCHBURG |
| ISLE OF WIGHT | 7,600 | 7,500 | 99 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| JAMES CITY | 11,600 | 11,400 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| KING AND QUEEN | 2,100 | 2,000 | 97 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| KING GEORGE | 3,800 | 3,700 | 99 | D | 3 | WASHINGTON, DC |
| KING WILLIAM | 3,400 | 3,400 | 99 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| LANCASTER | 4,200 | 4,100 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| LEE | 9,700 | 9,400 | 97 | D | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| LOUDOUN | 21,200 | 20,900 | 99 | A | 3 | WASHINGTON, DC |
| LOUISA | 6,500 | 6,300 | 97 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| LUNENBURG | 4,300 | 4,200 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| MADISON | 3,700 | 3,600 | 97 | D | 3 | WASHINGTON, DC |
| MATHEWS | 3,400 | 3,300 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| MECKLENBURG | 10,500 | 10,300 | 98 | D | 3 | RALEIGH-DURHAM |
| MIDDLESEX | 3,200 | 3,100 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| MONTGOMERY | 26,900 | 26,500 | 99 | C | 3 | ROANOKE-LYNCHBURG |
| NELSON | 4,400 | 4,300 | 97 | D | 3 | ROANOKE-LYNCHBURG |
| NEW KENT | 3,500 | 3,400 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| NEWPORT NEWS CITY | 54,600 | 54,200 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| NORFOLK CITY | 86,700 | 85,900 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| NORTHAMPTON | 5,700 | 5,600 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| NORTHUMBERLAND | 4,100 | 4,000 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| NOTTOWAY | 5,300 | 5,200 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| ORANGE | 6,800 | 6,600 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| PAGE | 7,500 | 7,400 | 99 | D | 3 | WASHINGTON, DC |
| PATRICK | 6,500 | 6,400 | 98 | D | 3 | GREENSBORO-WINSTON SALEM-HIGH POINT |
| PITTSYLVANIA | 41,700 | 41,100 | 98 | C | 3 | ROANOKE-LYNCHBURG |
| PORTSMOUTH CITY | 36,900 | 36,600 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| POWHATAN | 4,100 | 4,000 | 98 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| PRINCE EDWARD | 5,100 | 5,000 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| PRINCE GEORGE | 15,700 | 15,500 | 99 | C | 3 | RICHMOND (CHARLOTTESVILLE) |
| PRINCE WILLIAM | 56,200 | 55,800 | 99 | A | 3 | WASHINGTON, DC |
| PULASKI | 13,200 | 13,000 | 99 | C | 3 | ROANOKE-LYNCHBURG |
| RAPPAHANNOCK | 2,400 | 2,400 | 98 | D | 3 | WASHINGTON, DC |
| RICHMOND | 2,700 | 2,600 | 98 | D | 3 | RICHMOND (CHARLOTTESVILLE) |
| RICHMOND CITY | 85,700 | 84,900 | 99 | B | 3 | RICHMOND (CHARLOTTESVILLE) |
| ROANOKE | 77,500 | 76,800 | 99 | B | 3 | ROANOKE-LYNCHBURG |
| ROCKBRIDGE | 11,100 | 10,900 | 98 | D | 3 | ROANOKE-LYNCHBURG |
| ROCKINGHAM | 27,200 | 26,800 | 99 | C | 3 | HARRISONBURG |
| RUSSELL | 12,000 | 11,700 | 98 | D | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| SCOTT | 8,800 | 8,600 | 97 | B | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| SHENANDOAH | 10,900 | 10,800 | 99 | D | 3 | WASHINGTON, DC |
| SMYTH | 12,000 | 11,800 | 99 | D | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| SOUTHAMPTON | 8,100 | 7,900 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| SPOTSYLVANIA | 19,100 | 18,900 | 99 | C | 3 | WASHINGTON, DC |
| STAFFORD | 13,800 | 13,600 | 99 | C | 3 | WASHINGTON, DC |
| SUFFOLK CITY | 16,300 | 16,000 | 98 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| SURRY | 2,000 | 2,000 | 98 | D | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| SUSSEX | 3,600 | 3,500 | 97 | D | 3 | RICHMOND (CHARLOTTESVILLE) |

## TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

### VIRGINIA (Cont.)

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| TAZEWELL | 18,500 | 18,200 | 98 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| VA BEACH CITY | 98,100 | 97,400 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| WARREN | 8,600 | 8,400 | 98 | D | 3 | WASHINGTON, DC |
| WASHINGTON | 24,400 | 24,100 | 99 | B | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| WESTMORELAND | 5,600 | 5,500 | 97 | D | 3 | WASHINGTON, DC |
| WISE | 17,700 | 17,300 | 98 | C | 3 | BRISTOL-KINGSPORT-JOHNSON CITY |
| WYTHE | 9,600 | 9,400 | 98 | D | 3 | ROANOKE-LYNCHBURG |
| YORK | 14,800 | 14,600 | 99 | B | 3 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN |
| STATE TOTAL | 1,990,200 | 1,966,400 | 99 | | | |

### WASHINGTON

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 4,800 | 4,700 | 97 | D | 9 | SPOKANE |
| ASOTIN | 6,900 | 6,700 | 97 | D | 9 | SPOKANE |
| BENTON | 45,400 | 44,000 | 97 | C | 9 | YAKIMA |
| CHELAN | 18,900 | 18,100 | 96 | C | 9 | SPOKANE |
| CLALLAM | 22,700 | 21,700 | 96 | C | 9 | SEATTLE-TACOMA |
| CLARK | 77,900 | 76,000 | 98 | B | 9 | PORTLAND, OR |
| COLUMBIA | 1,600 | 1,500 | 93 | D | 9 | SPOKANE |
| COWLITZ | 31,800 | 30,800 | 97 | C | 9 | PORTLAND, OR |
| DOUGLAS | 9,100 | 8,800 | 97 | D | 9 | SPOKANE |
| FERRY | 2,200 | 2,100 | 93 | D | 9 | SPOKANE |
| FRANKLIN | 13,400 | 13,000 | 97 | C | 9 | YAKIMA |
| GARFIELD | 1,000 | 900 | 95 | D | 9 | SPOKANE |
| GRANT | 18,600 | 17,900 | 96 | C | 9 | SPOKANE |
| GRAYS HARBOR | 26,700 | 25,100 | 94 | C | 9 | SEATTLE-TACOMA |
| ISLAND | 17,900 | 17,500 | 98 | C | 9 | SEATTLE-TACOMA |
| JEFFERSON | 7,200 | 6,900 | 96 | D | 9 | SEATTLE-TACOMA |
| KING | 523,700 | 505,900 | 97 | A | 9 | SEATTLE-TACOMA |
| KITSAP | 58,800 | 57,400 | 98 | B | 9 | SEATTLE-TACOMA |
| KITTITAS EAST | 7,200 | 6,800 | 94 | D | 9 | YAKIMA |
| KITTITAS WEST | 2,600 | 2,400 | 94 | D | 9 | SEATTLE-TACOMA |
| KLICKITAT | 6,300 | 5,900 | 93 | D | 9 | PORTLAND, OR |
| LEWIS | 21,900 | 20,900 | 95 | C | 9 | SEATTLE-TACOMA |
| LINCOLN | 3,700 | 3,600 | 97 | D | 9 | SPOKANE |
| MASON | 13,400 | 13,000 | 97 | D | 9 | SEATTLE-TACOMA |
| OKANOGAN | 12,200 | 11,500 | 94 | D | 9 | SPOKANE |
| PACIFIC | 7,500 | 7,000 | 94 | D | 9 | PORTLAND, OR |
| PEND OREILLE | 3,300 | 3,200 | 96 | D | 9 | SPOKANE |
| PIERCE | 190,500 | 185,800 | 98 | A | 9 | SEATTLE-TACOMA |
| SAN JUAN | 3,800 | 3,600 | 96 | D | 9 | SEATTLE-TACOMA |
| SKAGIT | 26,300 | 25,300 | 96 | C | 9 | SEATTLE-TACOMA |
| SKAMANIA | 3,100 | 2,900 | 95 | D | 9 | PORTLAND, OR |
| SNOHOMISH | 134,000 | 130,400 | 97 | A | 9 | SEATTLE-TACOMA |
| SPOKANE | 139,300 | 135,000 | 97 | B | 9 | SPOKANE |
| STEVENS | 11,200 | 10,600 | 95 | D | 9 | SPOKANE |
| THURSTON | 53,900 | 52,400 | 97 | C | 9 | SEATTLE-TACOMA |
| WAHKIAKUM | 1,400 | 1,300 | 95 | D | 9 | PORTLAND, OR |
| WALLA WALLA | 18,100 | 17,000 | 94 | C | 9 | YAKIMA |
| WHATCOM | 43,900 | 42,100 | 96 | C | 9 | SEATTLE-TACOMA |
| WHITMAN | 13,900 | 13,300 | 96 | C | 9 | SPOKANE |
| YAKIMA | 66,200 | 63,400 | 96 | B | 9 | YAKIMA |
| STATE TOTAL | 1,672,300 | 1,616,400 | 97 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## WEST VIRGINIA

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| BARBOUR | 6,200 | 6,100 | 98 | D | 3 | CLARKSBURG-WESTON |
| BERKELEY | 18,100 | 17,900 | 99 | C | 3 | WASHINGTON, DC |
| BOONE | 11,000 | 10,900 | 99 | D | 3 | CHARLESTON-HUNTINGTON |
| BRAXTON | 5,200 | 5,100 | 97 | D | 3 | CLARKSBURG-WESTON |
| BROOKE | 10,900 | 10,800 | 99 | D | 3 | PITTSBURGH |
| CABELL | 41,400 | 41,100 | 99 | B | 3 | CHARLESTON-HUNTINGTON |
| CALHOUN | 3,200 | 3,100 | 98 | D | 3 | CHARLESTON-HUNTINGTON |
| CLAY | 4,000 | 3,900 | 98 | D | 3 | CHARLESTON-HUNTINGTON |
| DODDRIDGE | 2,700 | 2,600 | 98 | D | 3 | CLARKSBURG-WESTON |
| FAYETTE | 21,300 | 21,000 | 99 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| GILMER | 3,100 | 3,000 | 98 | D | 3 | CLARKSBURG-WESTON |
| GRANT | 3,800 | 3,700 | 97 | D | 3 | HARRISONBURG |
| GREENBRIER | 14,400 | 14,100 | 98 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| HAMPSHIRE | 5,700 | 5,600 | 97 | D | 3 | WASHINGTON, DC |
| HANCOCK | 14,800 | 14,800 | 99 | C | 3 | PITTSBURGH |
| HARDY | 3,600 | 3,500 | 96 | D | 3 | HARRISONBURG |
| HARRISON | 29,600 | 29,400 | 99 | C | 3 | CLARKSBURG-WESTON |
| JACKSON | 9,300 | 9,200 | 99 | D | 3 | CHARLESTON-HUNTINGTON |
| JEFFERSON | 11,200 | 11,100 | 99 | D | 3 | WASHINGTON, DC |
| KANAWHA | 89,800 | 89,100 | 99 | B | 3 | CHARLESTON-HUNTINGTON |
| LEWIS | 7,000 | 6,900 | 98 | D | 3 | CLARKSBURG-WESTON |
| LINCOLN | 8,200 | 8,100 | 98 | B | 3 | CHARLESTON-HUNTINGTON |
| LOGAN | 17,200 | 17,000 | 99 | C | 3 | CHARLESTON-HUNTINGTON |
| MARION | 25,300 | 25,000 | 99 | C | 3 | PITTSBURGH |
| MARSHALL | 15,200 | 15,100 | 99 | B | 3 | WHEELING-STEUBENVILLE |
| MASON | 10,000 | 9,900 | 99 | D | 3 | CHARLESTON-HUNTINGTON |
| MC DOWELL | 16,600 | 16,300 | 98 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| MERCER | 28,200 | 27,800 | 99 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| MINERAL | 10,000 | 9,800 | 98 | D | 3 | WASHINGTON, DC |
| MINGO | 12,700 | 12,500 | 98 | C | 3 | CHARLESTON-HUNTINGTON |
| MONONGALIA | 29,200 | 28,700 | 98 | C | 3 | PITTSBURGH |
| MONROE | 4,700 | 4,500 | 96 | D | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| MORGAN | 4,100 | 4,000 | 98 | D | 3 | WASHINGTON, DC |
| NICHOLAS | 10,300 | 10,100 | 98 | D | 3 | CHARLESTON-HUNTINGTON |
| OHIO | 23,200 | 23,100 | 99 | B | 3 | WHEELING-STEUBENVILLE |
| PENDELTON | 3,100 | 3,000 | 97 | D | 3 | HARRISONBURG |
| PLEASANTS | 3,000 | 3,000 | 99 | D | 3 | PARKERSBURG |
| POCAHONTAS | 3,600 | 3,400 | 95 | D | 3 | ROANOKE-LYNCHBURG |
| PRESTON | 11,100 | 10,900 | 98 | D | 3 | PITTSBURGH |
| PUTNAM | 14,300 | 14,200 | 99 | B | 3 | CHARLESTON-HUNTINGTON |
| RALEIGH | 32,800 | 32,300 | 98 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| RANDOLPH | 10,500 | 10,300 | 98 | D | 3 | CLARKSBURG-WESTON |
| RITCHIE | 4,400 | 4,300 | 98 | D | 3 | CLARKSBURG-WESTON |
| ROANE | 5,800 | 5,700 | 98 | D | 3 | CHARLESTON-HUNTINGTON |
| SUMMERS | 5,700 | 5,500 | 97 | D | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| TAYLOR | 6,100 | 6,000 | 98 | D | 3 | PITTSBURGH |
| TUCKER | 3,400 | 3,300 | 98 | D | 3 | PITTSBURGH |
| TYLER | 4,200 | 4,100 | 98 | D | 3 | WHEELING-STEUBENVILLE |
| UPSHUR | 8,800 | 8,600 | 98 | D | 3 | CLARKSBURG-WESTON |
| WAYNE | 17,000 | 16,800 | 99 | B | 3 | CHARLESTON-HUNTINGTON |
| WEBSTER | 4,500 | 4,400 | 97 | D | 3 | CHARLESTON-HUNTINGTON |
| WETZEL | 7,900 | 7,800 | 99 | D | 3 | WHEELING-STEUBENVILLE |
| WIRT | 1,700 | 1,700 | 98 | D | 3 | CHARLESTON-HUNTINGTON |
| WOOD | 35,600 | 35,200 | 99 | C | 3 | PARKERSBURG |
| WYOMING | 12,300 | 12,100 | 98 | C | 3 | BLUEFIELD-BECKLEY-OAK HILL |
| STATE TOTAL | 727,000 | 717,400 | 99 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## WISCONSIN

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ADAMS | 5,400 | 5,200 | 97 | D | 4 | WAUSAU-RHINELANDER |
| ASHLAND | 6,400 | 6,300 | 98 | D | 4 | DULUTH-SUPERIOR |
| BARRON | 14,900 | 14,500 | 97 | C | 4 | MINNEAPOLIS-ST. PAUL |
| BAYFIELD | 5,500 | 5,400 | 98 | D | 4 | DULUTH-SUPERIOR |
| BROWN | 64,600 | 64,100 | 99 | B | 4 | GREEN BAY |
| BUFFALO | 5,300 | 5,200 | 98 | D | 4 | LA CROSSE-EAU CLAIRE |
| BURNETT | 5,100 | 4,900 | 97 | D | 4 | MINNEAPOLIS-ST. PAUL |
| CALUMET | 10,300 | 10,100 | 98 | D | 4 | GREEN BAY |
| CHIPPEWA | 17,800 | 17,500 | 98 | C | 4 | LA CROSSE-EAU CLAIRE |
| CLARK | 11,600 | 11,200 | 97 | D | 4 | WAUSAU-RHINELANDER |
| COLUMBIA | 16,400 | 16,100 | 98 | C | 4 | MADISON |
| CRAWFORD | 6,000 | 5,900 | 98 | D | 4 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| DANE | 130,100 | 127,200 | 98 | B | 4 | MADISON |
| DODGE | 26,000 | 25,500 | 98 | C | 4 | MILWAUKEE |
| DOOR | 10,100 | 10,000 | 99 | D | 4 | GREEN BAY |
| DOUGLAS | 17,100 | 16,900 | 99 | B | 4 | DULUTH-SUPERIOR |
| DUNN | 11,900 | 11,600 | 98 | D | 4 | MINNEAPOLIS-ST. PAUL |
| EAU CLAIRE | 29,600 | 29,100 | 98 | C | 4 | LA CROSSE-EAU CLAIRE |
| FLORENCE | 1,500 | 1,500 | 98 | D | 4 | MARQUETTE |
| FOND DU LAC | 31,600 | 31,100 | 98 | C | 4 | GREEN BAY |
| FOREST | 3,300 | 3,200 | 96 | D | 4 | WAUSAU-RHINELANDER |
| GRANT | 17,600 | 17,000 | 97 | C | 4 | CEDAR RAPIDS-WATERLOO (DUBUQUE) |
| GREEN | 11,600 | 11,400 | 98 | D | 4 | MADISON |
| GREEN LAKE | 7,000 | 6,800 | 98 | D | 4 | GREEN BAY |
| IOWA | 7,100 | 6,900 | 97 | D | 4 | MADISON |
| IRON | 2,700 | 2,700 | 98 | D | 4 | DULUTH-SUPERIOR |
| JACKSON | 6,400 | 6,200 | 97 | D | 4 | LA CROSSE-EAU CLAIRE |
| JEFFERSON | 23,700 | 23,400 | 99 | C | 4 | MILWAUKEE |
| JUNEAU | 8,200 | 7,900 | 96 | D | 4 | MADISON |
| KENOSHA | 45,100 | 44,600 | 99 | C | 4 | CHICAGO |
| KEWAUNEE | 6,800 | 6,700 | 99 | D | 4 | GREEN BAY |
| LA CROSSE | 34,300 | 33,800 | 99 | C | 4 | LA CROSSE-EAU CLAIRE |
| LAFAYETTE | 6,200 | 6,100 | 98 | D | 4 | MADISON |
| LANGLADE | 7,400 | 7,200 | 96 | D | 4 | WAUSAU-RHINELANDER |
| LINCOLN | 10,000 | 9,900 | 99 | B | 4 | WAUSAU-RHINELANDER |
| MANITOWOC | 29,700 | 29,400 | 99 | C | 4 | GREEN BAY |
| MARATHON | 40,800 | 40,300 | 99 | B | 4 | WAUSAU-RHINELANDER |
| MARINETTE | 15,000 | 14,800 | 99 | C | 4 | GREEN BAY |
| MARQUETTE | 4,900 | 4,700 | 96 | D | 4 | MADISON |
| MENOMINEE | 800 | 800 | 94 | D | 4 | GREEN BAY |
| MILWAUKEE | 367,600 | 362,900 | 99 | B | 4 | MILWAUKEE |
| MONROE | 12,500 | 12,200 | 98 | D | 4 | LA CROSSE-EAU CLAIRE |
| OCONTO | 10,800 | 10,600 | 98 | D | 4 | GREEN BAY |
| ONEIDA | 12,800 | 12,500 | 97 | B | 4 | WAUSAU-RHINELANDER |
| OUTAGAMIE | 45,900 | 45,600 | 99 | B | 4 | GREEN BAY |
| OZAUKEE | 23,800 | 23,500 | 99 | B | 4 | MILWAUKEE |
| PEPIN | 2,700 | 2,600 | 97 | D | 4 | MINNEAPOLIS-ST. PAUL |
| PIERCE | 10,700 | 10,500 | 98 | D | 4 | MINNEAPOLIS-ST. PAUL |
| POLK | 12,500 | 12,300 | 98 | D | 4 | MINNEAPOLIS-ST. PAUL |
| PORTAGE | 20,000 | 19,600 | 98 | C | 4 | WAUSAU-RHINELANDER |
| PRICE | 6,000 | 5,800 | 96 | D | 4 | WAUSAU-RHINELANDER |
| RACINE | 62,300 | 61,700 | 99 | B | 4 | MILWAUKEE |
| RICHLAND | 6,500 | 6,300 | 97 | D | 4 | MADISON |
| ROCK | 52,000 | 51,300 | 99 | C | 4 | ROCKFORD |
| RUSK | 5,600 | 5,400 | 97 | D | 4 | LA CROSSE-EAU CLAIRE |
| SAUK | 16,700 | 16,300 | 97 | C | 4 | MADISON |
| SAWYER | 4,800 | 4,600 | 96 | D | 4 | DULUTH-SUPERIOR |
| SHAWANO | 13,200 | 13,000 | 99 | C | 4 | GREEN BAY |
| SHEBOYGAN | 37,100 | 36,700 | 99 | C | 4 | MILWAUKEE |
| ST CROIX | 15,600 | 15,400 | 99 | A | 4 | MINNEAPOLIS-ST. PAUL |
| TAYLOR | 6,500 | 6,300 | 97 | D | 4 | WAUSAU-RHINELANDER |
| TREMPEALEAU | 9,700 | 9,400 | 97 | D | 4 | LA CROSSE-EAU CLAIRE |
| VERNON | 9,600 | 9,400 | 97 | D | 4 | LA CROSSE-EAU CLAIRE |
| VILAS | 7,100 | 6,900 | 97 | D | 4 | WAUSAU-RHINELANDER |
| WALWORTH | 26,800 | 26,400 | 98 | C | 4 | MILWAUKEE |
| WASHBURN | 5,300 | 5,200 | 98 | D | 4 | DULUTH-SUPERIOR |
| WASHINGTON | 29,900 | 29,600 | 99 | B | 4 | MILWAUKEE |
| WAUKESHA | 97,200 | 96,200 | 99 | B | 4 | MILWAUKEE |
| WAUPACA | 15,800 | 15,600 | 99 | C | 4 | GREEN BAY |
| WAUSHARA | 7,500 | 7,300 | 98 | D | 4 | GREEN BAY |
| WINNEBAGO | 49,500 | 49,000 | 99 | B | 4 | GREEN BAY |
| WOOD | 27,100 | 26,700 | 99 | C | 4 | WAUSAU-RHINELANDER |
| STATE TOTAL | 1,746,900 | 1,719,900 | 98 | | | |

# TOTAL AND TV HOUSEHOLDS BY STATE AND COUNTY

## WYOMING

| COUNTY NAME | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % | CNTY SIZE | CEN REG | ADI MARKET ASSIGNMENT |
|---|---|---|---|---|---|---|
| ALBANY | 11,300 | 10,800 | 95 | D | 8 | DENVER |
| BIG HORN | 4,400 | 4,200 | 96 | D | 8 | BILLINGS-HARDIN |
| CAMPBELL | 9,500 | 9,000 | 95 | D | 8 | RAPID CITY |
| CARBON | 8,500 | 8,100 | 95 | D | 8 | DENVER |
| CONVERSE | 5,500 | 5,300 | 96 | D | 8 | CASPER-RIVERTON |
| CROCK | 2,100 | 2,000 | 94 | D | 8 | RAPID CITY |
| FREMONT | 14,700 | 14,300 | 97 | C | 8 | CASPER-RIVERTON |
| GOSHEN | 4,700 | 4,600 | 97 | D | 8 | CHEYENNE |
| HOT SPRINGS | 2,200 | 2,100 | 95 | D | 8 | CASPER-RIVERTON |
| JOHNSON | 2,600 | 2,500 | 95 | D | 8 | CASPER-RIVERTON |
| LARAMIE | 27,800 | 27,300 | 98 | C | 8 | CHEYENNE |
| LINCOLN | 4,400 | 4,200 | 95 | D | 8 | IDAHO FALLS-POCATELLO |
| NATRONA | 29,100 | 28,500 | 98 | C | 8 | CASPER-RIVERTON |
| NIOBRARA | 1,200 | 1,200 | 96 | D | 8 | CASPER-RIVERTON |
| PARK | 8,500 | 8,100 | 96 | D | 8 | BILLINGS-HARDIN |
| PLATTE | 5,400 | 5,100 | 95 | D | 8 | DENVER |
| SHERIDAN | 10,400 | 9,900 | 95 | D | 8 | RAPID CITY |
| SUBLETTE | 1,600 | 1,500 | 95 | D | 8 | SALT LAKE CITY |
| SWEETWATER | 16,800 | 16,100 | 96 | C | 8 | SALT LAKE CITY |
| TETON | 4,600 | 4,400 | 96 | D | 8 | IDAHO FALLS-POCATELLO |
| UINTA | 4,700 | 4,500 | 96 | D | 8 | SALT LAKE CITY |
| WASHAKIE | 3,600 | 3,500 | 97 | D | 8 | CASPER-RIVERTON |
| WESTON | 2,800 | 2,700 | 95 | D | 8 | RAPID CITY |
| STATE TOTAL | 186,400 | 179,900 | 97 | | | |
| TOTAL U.S. | 84,939,900 | 83,462,600 | 98 | | | |

## TOTAL AND TV HOUSEHOLDS BY CENSUS REGION AND STATE

| CENSUS REGION | STATE | TOTAL HOUSEHOLDS | TELEVISION HOUSEHOLDS | TV % |
|---|---|---|---|---|
| **1. NEW ENGLAND** | CONNECTICUT | 1,135,600 | 1,117,500 | 98 |
| | MAINE | 422,500 | 414,000 | 98 |
| | MASSACHUSETTS | 2,110,400 | 2,078,800 | 99 |
| | NEW HAMPSHIRE | 354,200 | 347,800 | 98 |
| | RHODE ISLAND | 352,100 | 347,700 | 99 |
| | VERMONT | 192,000 | 187,700 | 98 |
| | ***** REGION TOTAL ***** | 4,566,800 | 4,493,500 | 98 |
| **2. MIDDLE ATLANTIC** | NEW JERSEY | 2,633,100 | 2,603,200 | 99 |
| | NEW YORK | 6,475,600 | 6,352,800 | 98 |
| | PENNSYLVANIA | 4,354,400 | 4,277,500 | 98 |
| | ***** REGION TOTAL ***** | 13,463,100 | 13,233,500 | 98 |
| **3. SOUTH ATLANTIC** | DELAWARE | 220,000 | 218,400 | 99 |
| | DISTRICT OF COLUMBIA | 246,200 | 243,200 | 99 |
| | FLORIDA | 4,190,200 | 4,140,000 | 99 |
| | GEORGIA | 2,024,100 | 1,996,600 | 99 |
| | MARYLAND | 1,540,400 | 1,530,900 | 99 |
| | NORTH CAROLINA | 2,194,500 | 2,164,000 | 99 |
| | SOUTH CAROLINA | 1,112,400 | 1,094,100 | 98 |
| | VIRGINIA | 1,990,200 | 1,966,400 | 99 |
| | WEST VIRGINIA | 727,000 | 717,400 | 99 |
| | ***** REGION TOTAL ***** | 14,245,000 | 14,071,000 | 99 |
| **4. EAST NORTH CENTRAL** | ILLINOIS | 4,188,900 | 4,118,100 | 98 |
| | INDIANA | 2,014,300 | 1,978,600 | 98 |
| | MICHIGAN | 3,337,700 | 3,293,200 | 99 |
| | OHIO | 3,982,900 | 3,927,800 | 99 |
| | WISCONSIN | 1,746,900 | 1,719,900 | 98 |
| | ***** REGION TOTAL ***** | 15,270,700 | 15,037,600 | 98 |
| **5. EAST SOUTH CENTRAL** | ALABAMA | 1,427,200 | 1,410,100 | 99 |
| | KENTUCKY | 1,349,200 | 1,333,400 | 99 |
| | MISSISSIPPI | 878,500 | 864,200 | 98 |
| | TENNESSEE | 1,736,500 | 1,719,300 | 99 |
| | ***** REGION TOTAL ***** | 5,391,400 | 5,327,000 | 99 |
| **6. WEST NORTH CENTRAL** | IOWA | 1,099,600 | 1,086,600 | 99 |
| | KANSAS | 916,800 | 904,600 | 99 |
| | MINNESOTA | 1,536,600 | 1,516,400 | 99 |
| | MISSOURI | 1,878,200 | 1,859,000 | 98 |
| | NEBRASKA | 601,000 | 593,900 | 99 |
| | NORTH DAKOTA | 242,200 | 239,200 | 99 |
| | SOUTH DAKOTA | 255,100 | 251,700 | 99 |
| | ***** REGION TOTAL ***** | 6,529,500 | 6,441,400 | 99 |
| **7. WEST SOUTH CENTRAL** | ARKANSAS | 872,600 | 854,900 | 98 |
| | LOUISIANA | 1,523,600 | 1,500,700 | 98 |
| | OKLAHOMA | 1,198,700 | 1,183,700 | 99 |
| | TEXAS | 5,398,200 | 5,326,700 | 99 |
| | ***** REGION TOTAL ***** | 8,993,100 | 8,866,000 | 99 |
| **8. MOUNTAIN** | ARIZONA | 1,097,100 | 1,066,800 | 97 |
| | COLORADO | 1,176,400 | 1,152,700 | 98 |
| | IDAHO | 358,500 | 350,500 | 98 |
| | MONTANA | 304,500 | 294,400 | 97 |
| | NEVADA | 349,400 | 341,100 | 98 |
| | NEW MEXICO | 491,100 | 475,600 | 97 |
| | UTAH | 496,200 | 487,200 | 98 |
| | WYOMING | 186,400 | 179,900 | 97 |
| | ***** REGION TOTAL ***** | 4,459,600 | 4,348,200 | 98 |
| **9. PACIFIC** | ALASKA | 000 | 000 | 00 |
| | CALIFORNIA | 9,266,900 | 8,990,200 | 97 |
| | OREGON | 1,081,500 | 1,037,800 | 96 |
| | WASHINGTON | 1,672,300 | 1,616,400 | 97 |
| | ***** REGION TOTAL ***** | 12,020,700 | 11,644,400 | 97 |
| **UNITED STATES** | | 84,939,900 | 83,462,600 | 98 |

# TELEVISION SURVEY DATES 1982-1983

### OCTOBER SURVEY
Sept. 29-Oct. 26, 1982 *(33 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

### NOVEMBER SURVEY
Nov. 3-Nov. 30, 1982 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 1 | 2 | 3 | 4 |

### JANUARY SURVEY
Jan. 5-Feb. 1, 1983 *(22 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |

### FEBRUARY SURVEY
Feb. 2-Mar. 1, 1983 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 1 | 2 | 3 | 4 | 5 |

### MARCH SURVEY
Mar. 2-Mar. 29, 1983 *(5 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 27 | 28 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |

### MAY SURVEY
Apr. 27-May 24, 1983 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

### JULY SURVEY
Jul. 6-Aug. 2, 1983 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

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# ARBITRON TELEVISION OFFICES

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**Broadcaster Service:**
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Carol Madill (312) 454-3431
Tom Manderscheid (312) 454-3427
Diane Jennings-Stoken (312) 454-3429

**Advertiser/Agency Service:**
Cynthia Evans (312) 454-3444
Howard Fischground (312) 454-3420
Elaine Yusa (312) 454-3421
Barbara Czachorski (312) 454-3422

**ATLANTA**
5775 Peachtree-Dunwoody Road, NE / 30342

**Broadcaster Service:** (404) 252-7755
Richard Harper, Kit Smith, Ginny Cobb

**Advertiser/Agency Service:** (404) 252-7755
Robert Bourquard

**LOS ANGELES**
5670 Wilshire Boulevard / 90036

**Broadcaster Service:** (213) 937-6420
Bill Shafer, Paul Williams

**Advertiser/Agency Service:** (213) 937-6420
Randy Briggs

**NEW YORK**
1350 Avenue of the Americas / 10019

**Broadcaster Service:**
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Kathy Baske (212) 887-1365
Millie Carrasquillo (212) 887-1392
Kim Constantine (212) 887-1430
Lynn Kilgore (212) 887-1378
Ruth Lee (212) 887-1392
Jerry Policoff (212) 887-1376

**Advertiser/Agency Service:**
Susanne Barrett (212) 887-1496
Bob Decker (212) 887-1336
Meredith Manni (212) 887-1372
Howard Rosenblum (212) 887-1386
Pat White (212) 887-1431

**DALLAS**
3131 Turtle Creek Boulevard / 75219

**Broadcaster Service:** (214) 522-2470
Jon Nottingham, Mark Stephan

**Advertiser/Agency Service:** (214) 522-2470
Sharon Stanley

**SAN FRANCISCO**
417 Montgomery Street / 94104

**Broadcaster Service:** (415) 393-6925
Dennis Spragg, Terry Dreher

**Advertiser/Agency Service:** (213) 937-6420
Randy Briggs (213) 937-6420

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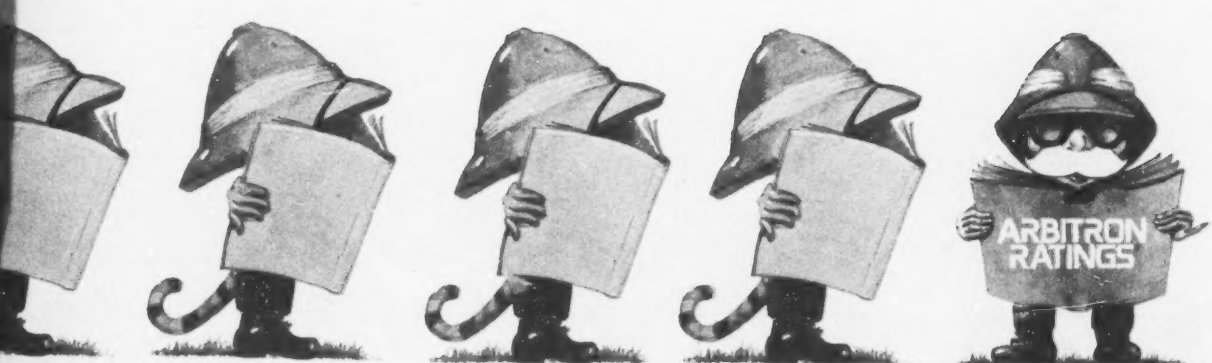


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